SOCIAL MEDIA MARKETING

Transcript

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Social Media Marketing

LESSON 1: KEY SOCIAL PLATFORMS FOR DIGITAL MARKETING 4

THE VALUE OF SOCIAL MEDIA MARKETING 5

INFLUENCING THE CONSUMER'S JOURNEY USING SOCIAL 6

KEY SOCIAL MEDIA PLATFORMS 7

NICHE AND EMERGING SOCIAL MEDIA PLATFORMS 9

SOCIAL MEDIA MARKETING IN ACTION 11

KEY TERMINOLOGY 14

PLATFORM-SPECIFIC TERMINOLOGY 14

LESSON 2: SETTING UP A SOCIAL MEDIA EXPERIENCE FOR A BUSINESS 18

SETTING UP A SOCIAL MEDIA EXPERIENCE FOR A BUSINESS 19

SETTING UP SOCIAL ON KEY PLATFORMS 19

WALKTHROUGH: SETTING UP FACEBOOK BUSINESS MANAGER 22

WALKTHROUGH: SETTING UP A TWITTER ACCOUNT 23

WALKTHROUGH: CREATING A LINKEDIN COMPANY PAGE 23

WALKTHROUGH: SETTING UP AN INSTAGRAM BUSINESS ACCOUNT 24

LESSON 3: GROWING AND ENGAGING AN AUDIENCE USING SOCIAL MEDIA 25

THE VALUE OF BUILDING A SOCIAL MEDIA COMMUNITY 26

ENGAGING WITH AN AUDIENCE USING SOCIAL MEDIA 28

USING HASHTAGS WITH SOCIAL MEDIA 30

USING FACEBOOK TO ENGAGE AN AUDIENCE 31

USING YOUTUBE TO ENGAGE AN AUDIENCE 32

USING INSTAGRAM TO ENGAGE AN AUDIENCE 33

USING LINKEDIN TO ENGAGE AN AUDIENCE 34

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USING PINTEREST TO ENGAGE AN AUDIENCE 35

LESSON 4: CREATING AND OPTIMIZING SOCIAL MEDIA CAMPAIGNS 37

FIVE KEY STEPS FOR CREATING A SOCIAL CAMPAIGN 38

SETTING UP A FACEBOOK AND INSTAGRAM CAMPAIGN USING BUSINESS MANAGER 40

WALKTHROUGH: SETTING UP FACEBOOK AND INSTAGRAM CAMPAIGNS 43

SETTING UP A TWITTER CAMPAIGN USING ADS MANAGER 46

WALKTHROUGH: SETTING UP A TWITTER CAMPAIGN 47

SETTING UP A LINKEDIN CAMPAIGN USING CAMPAIGN MANAGER 48

WALKTHROUGH: SETTING UP A LINKEDIN CAMPAIGN 50

SETTING UP A PINTEREST CAMPAIGN USING AD MANAGER 51

WALKTHROUGH: PINTEREST FOR BUSINESS SET UP 53

WALKTHROUGH: SETTING UP A SNAPCHAT CAMPAIGN 54

LESSON 5: DEVELOPING DATA-DRIVEN AUDIENCE AND CAMPAIGN INSIGHTS USING SOCIAL MEDIA TOOLS 55

ANALYZING AND REPORTING USING SOCIAL MEDIA TOOLS 56

DERIVING INSIGHTS FROM FACEBOOK 57

WALKTHROUGH: FACEBOOK INSIGHTS 57

DERIVING INSIGHTS FROM TWITTER 58

WALKTHROUGH: TWITTER ANALYTICS 59

DERIVING INSIGHTS FROM LINKEDIN 59

WALKTHROUGH: LINKEDIN ANALYTICS 60

DERIVING INSIGHTS FROM INSTAGRAM 60

WALKTHROUGH: INSTAGRAM INSIGHTS 61

DERIVING INSIGHTS FROM PINTEREST 61

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LESSON 1: KEY SOCIAL PLATFORMS FOR DIGITAL MARKETING

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THE VALUE OF SOCIAL MEDIA MARKETING

Have you ever wondered why you see certain ads in your social media feeds? Or, why people feel compelled to comment on content on social platforms? This is all part of social media marketing and it's a very important tool for digital marketers and businesses to help engage an audience and drive business results.

So what is social media marketing? Social media marketing is a form of digital marketing that uses social networking platforms to increase brand and product exposure and cultivate meaningful relationships with consumers online.

Social media now has 3.8 billion users globally and accounts for more than one-third of total time spent on the internet. With these statistics in mind, it's no surprise that social media marketing can be incredibly valuable to marketers in many different ways.

It enables marketers to build and maintain relationships with both new and existing customers around the world who may have been difficult to reach in the past by traditional means. The agility of social media allows brands to leverage organic and real-time feedback from customers simply by reading what they are saying about their brand, products, or competitors when they post or comment.

This technique is called social listening. It's used to find what works well for your brand, what you can change and adapt and to give you ideas for new products or features your customers would be interested in.

Social media also enables you, as a brand, to offer an instant and positive customer experience to people who reach out to you or discover your brand online. When people associate your brand with a positive customer experience and feel you've responded in a genuine way, they're more likely to positively engage with your brand, buy from you, and possibly even become a brand advocate.

Social media also enables you to build your brand story in the mind of your audience. This can be achieved by telling the story of your brand through videos, ads, case studies, and other forms of media formats on social channels.

You can build a strong recognizable brand identity in the minds of consumers by communicating your brand values and message in a consistent authentic way and telling your brand story through the content which you post online.

It may seem obvious but as a social media marketer you do need to be the one to be social at the core. You need to initiate, facilitate, encourage, and participate in conversations to connect with others and subsequently build relationships. You can increase brand affinity and trust by building relationships in your community.

However, in order to build these relationships, it's important to remember that social interactions should be a value exchange where all participants who communicate get something in return. In business, when you participate in community threads or publish a post, make sure that you're saying something meaningful.

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Your contribution should be entertaining, thought-provoking or useful to the people you're engaging with. And, it should resonate with the community or prove impactful to people in some way. To be a successful social media marketer, there are some key high-level tasks to focus on when managing your social media strategy.

One: Develop relevant content topics to reach your brands' target customers. Two: Curate, create, and manage all published content. Three: Monitor, listen, and respond to the community in a manner that builds trust in your brand.

Four: Nurture and grow the community and reach out to influencers you might like to collaborate with. Five: Oversee the design and creation of social assets. For example, profile photos, ad copy, landing page designs, blogs, and so on. Six: Manage promotions and social ad campaigns.

Seven: Analyze, review, and report on ROI on key metrics. Implement best practices and optimize or adapt your strategy as needed. Eight: Monitor trends in social media, tools, applications, channels, design, and strategy.

And, nine: Identify threats and opportunities in user-generated content, or UGC, relevant to your brand. And, report notable threats to appropriate teams in your company. This is not an exhaustive list but it does cover the key tasks involved in a social media marketing campaign.

Following these tasks and refining your skills each time you execute a social media campaign will enable you to establish yourself as a social media marketer.

INFLUENCING THE CONSUMER'S JOURNEY USING SOCIAL

As you know, there are five stages in the consumer’s journey. Starting with awareness, followed by interest, consideration, conversion, and, finally, retention. Social media can play a key role in guiding your potential customers through the consumer’s journey.

So where does social media marketing fit in and what can you hope to achieve by including it in your digital strategy? Interestingly, social media features in each stage of the consumer’s journey to some extent but it is most effective at the top of the funnel, at the awareness and interest stages.

Driving awareness and interest in your products and services, for example, is ideally what you should be aiming to achieve with your social media activity. Because social is best suited to driving awareness and interest in a target audience, content types and messaging should both be tailored and created specifically for these stages of the consumer’s journey.

By knowing the objectives that social media is likely to achieve, you can allocate budgets more effectively and measure the success of your activity. Use appropriate awareness and interest metrics, like reach and frequency, as well as secondary metrics such as profile visits and increases in brand searches.

Try to avoid measuring success with metrics like the number of sales driven directly after a social click as this isn't the type of action that social media can consistently deliver and often isn't a realistic metric of success for every business.

Social also plays a key role in showcasing your brand's story and influencing the perception of your brand through community and brand activity so that people are more likely to consider your brand as an option for purchase when they're ready to take action.

Knowing where social media sits in the overall customer's journey, allows you to understand its influence on the commercial and non-commercial outcomes of your multichannel digital marketing campaigns and to do all you can to maximize those outcomes.

KEY SOCIAL MEDIA PLATFORMS

Currently the major social platforms are:

- Facebook
- YouTube
- Instagram
- LinkedIn
- Twitter
- Pinterest

Each can be used by marketers for distinct and different purposes.

Facebook

Facebook is the largest social networking platform in the world. Its mission is to enable people to share information and content with others who work, study, and live around all around the world. Additionally, Facebook is a platform for brands and businesses to connect and build relationships with their customers.

In recent years, Facebook's audience is mainly associated with mid to older millennials as well as older ages groups, so understanding the demographics of your audience is an important consideration for choosing which social platform to advertise on.

Facebook is great for large-scale reach and attracts a wide range of demographics. It is a highly mobile experience due to the seamless integration of social sharing and its mobile app. A benefit of its mobile native experience is that marketers can engage consumers easily at all points throughout their day through a highly effective mobile experience. This makes it an effective channel for audience reach.

YouTube

YouTube is the largest video-sharing platform in the world. It is where users can watch, like, share, comment on, and upload their own videos. YouTube is used to watch music videos, comedy shows, how to guides, product reviews, recipes, hacks, and more.

Teens also use the video-sharing service to follow their favorite vloggers (video bloggers), and to subscribe to other YouTubers and celebrities they are interested in.

More than 70% of YouTube watch time comes from mobile devices. YouTube attracts a range of demographics but is usually associated with 15 to 49-year-olds.

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The most common behavior on YouTube is watching videos, so the platform is best for gaining mass reach. Other behavior includes engaging with a video through likes, dislikes, shares, saves, and comments. Users can subscribe to a channel to ensure they are more likely to be shown new content created by the channel in their homefeed.

Instagram

Instagram is a visual platform used to share moments and communicate your point of view to the world via photos and videos. It's owned by Facebook and integrates very effectively with the Facebook advertising platform.

It offers a fully visual and mobile experience where users can take, enhance, manipulate, and share photographs and videos with their friends and followers. Its audience is younger than the Facebook audience and it is predominantly mobile too.

Instagram Stories offers users the chance to create ephemeral content lasting just 24 hours. IGTV provides a place to host longer videos than the 60-second limit on an Instagram feed.

Because marketers can advertise on Instagram through Facebook, it offers access to a younger audience to supplement or support the older audience of Facebook within your social media campaigns.

LinkedIn

LinkedIn is a B2B-focused social media platform for building and developing professional connections, and for reinforcing the mission and vision of a company.

It is a platform focused on professional networking, so it's great for recruitment, building relationships with current employees, and fostering affinity groups. It's also useful for sharing corporate news, targeting corporate consumers through paid advertising, and B2B communication through thought-leadership and insight.

Using the right tone on LinkedIn is very important. Remember, it is a business channel and communications tend to be less whimsical and more professional here than other social channels.

Twitter

Twitter is a social network that enables its users to send and read short posts called 'tweets' on a public platform. Part of what differentiates Twitter from the other social platforms is that it's very conversational in nature, due to the fast-paced, real-time dimension of its users' timelines. Twitter also introduced hashtags to the social sphere, which makes it a great place to discover content.

Twitter is an excellent choice for participating in major cultural moments or events in real time. For example, if you want to join the conversation around a major sporting event like the World Cup, award shows like the Oscars, popular TV show finales, music festivals, or even a business conference, Twitter is a great vehicle. Be mindful, however, of sponsorship stipulations associated with major events.

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Often, people take to Twitter seeking immediate customer service, so it's important to have service representatives listening and responding on Twitter regularly. Twitter is also great for sharing company news and product updates.

Pinterest

Pinterest is a social network that allows users to visually share and discover new interests. They do this by posting (known as 'pinning') images or videos to boards which have specific themes, and by browsing what other users have pinned. Users are in discovery mode, often looking for ideas such as recipes, home and style inspiration, and fashion.

Every idea is represented by a Pin, which is an image that is searched and saved by Pinterest users. Pins can also link back to websites, which is why Pinterest is great for driving traffic and sales.

There are over 200 million monthly Pinterest users worldwide, all seeking and sharing helpful, inspiring ideas on the platform. Half of all US millennials use Pinterest every month, and of its global audience, 66% is female aged 25 to 54.

Using Pinterest for business is perfect for showcasing products and services. This is because Pinterest often acts as an information resource for so many users preparing to make a purchase. Pins help people find more information on products they're looking to buy. When comparing Pinterest to Instagram, being able to easily add links is what sets Pinterest apart from Instagram as a powerful marketing strategy.

Advertising is available in Pinterest, to ensure that your Pins are reaching new customers in the feed. Pinterest Ads Manager is a self-serve advertising platform allowing brands to target audiences based on interest, age, and gender. The platform works best for B2C advertising that targets Millennials and Generation X.

NICHE AND EMERGING SOCIAL MEDIA PLATFORMS

WhatsApp, TikTok, and Snapchat have established themselves in terms of monthly active users but they are relatively untapped marketing platforms. There is huge opportunity to use these platforms for marketing campaigns, as they are less competitive. However, it's important to understand your target audience to see if these platforms can help you to meet your objectives.

WhatsApp

WhatsApp is commonly known as a free private messaging app where users engage in one-to-one or group messaging. The app also lets you share files and images. It also supports free voice and video calls. More than 60 billion messages are sent through WhatsApp every single day! It is currently the third-largest social networking platform in the world.

For this reason, using WhatsApp can provide a key way to communicate directly with your customers, offering live feedback and support, and updating them on the latest offers and product news.

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Increasingly, users of messaging apps such as WhatsApp (particularly younger customers) are willing to engage with businesses. According to Nielsen's Facebook Messaging Survey in 2018, 67% of mobile messaging app users said they expect to use chat more for communicating with businesses over the next two years. What's more, 53% of respondents say they're more likely to shop with a business they can message directly.

WhatsApp Business is a free professional version of the app allowing brands to use a separate WhatsApp profile for business communication. There are limitations that make WhatsApp better suited to smaller businesses. However, you can only message a total of 256 contacts.

Broadcast lists can be used to send alerts to anyone who has your number saved in their phones' address book. Users see the message appear as normal. However, unlike groups, they cannot see who else has received the message. If they reply, this won't be sent to anyone else in the broadcast list.

WhatsApp has begun to roll out advertising through Facebook Advertising Manager. It offers advertising in the Status area. It also offers adverts in the Facebook feed, which drive users to a WhatsApp chat with a brand.

TikTok

TikTok is a short-form, video-sharing app that allows users to create and share 15-second videos, on any topic. **Note:** multiple videos can be combined to extend the video duration.

The disruptive app offers users a wide selection of sounds and song snippets, along with the option to add stickers, filters, and augmented reality effects. The app has disrupted the social media landscape since its launch. It was the world's fourth most downloaded app in 2018 beating Instagram and Snapchat.

TikTok users can create a variety of videos ranging from challenges, dance videos, magic tricks, and funny videos. The app has earned a reputation as a casual platform where users feel comfortable expressing themselves.

The emerging app is hugely popular amongst Generation Z (13 to 18-year-olds) and is sparking a new generation of influencers and viral memes. Brands are beginning to experiment with how they can use the platform to reach younger audiences.

Advertising in TikTok is currently in a "beta" phase with video ads in feed, at the top of the homepage, and branded hashtags available to purchase. For now, you can only do orders directly with TikTok. There is no dashboard yet that allows buyers to do self-serve purchases.

Snapchat

Snapchat is a multi-media messaging app that can be used by marketers for effective, ephemeral (lasting only a short time) storytelling and showcasing products through its vertical video format. The platform is widely known for being popular with a younger audience. 90% of 13 to 24-year-olds in the US use Snapchat.

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Even though Snapchat content is transient, you can access your 'memories', which are segmented into Snaps, Stories, and Camera Roll. Snapchat's unique 'Discover' channels provide brands with the ability to serve ads and collaborate with publishers like BuzzFeed, The Daily Mail, The Wall Street Journal, and more. The platform made the use of augmented reality mainstream with its facial lenses as well as other unique personalization and customization capabilities such as Geofilters, Bitmojis, and drawing tools.

Snapchat offers advertising across its platform, with sponsored Snap Ads, Story Ads, and Geofilters. These can all be purchased directly through the self-serve Snapchat Advertising Manager on a cost per click or cost per impression basis.

Snapchat also offers branded AR filters called Sponsored Lenses which come at a greater cost and can be purchased directly with Snapchat.

SOCIAL MEDIA MARKETING IN ACTION

Let's look at some Facebook case studies.

On the B2C side, Carlsberg successfully harnessed the power of globally connected fan networks on Facebook to spread the word about its special red beer and celebrate its sponsorship and commitment to Liverpool FC.

Between May and July 2019, the campaign achieved:

- A 19 times return on ad spend
- A 7.2-point lift in association between Liverpool FC and Carlsberg
- A 9 times increase in Carlsberg website traffic

On the B2B side, Japanese developer point-of-sale system provider Ubiregi used Facebook lead generation advertising to acquire potential customers. Ubiregi used lead ads to offer free trials, encouraging its target audience to experience the benefits of its offerings first-hand.

The ads featured screenshots of the product, as well as videos showing usage scenarios. Ubiregi also included testimonials from highly satisfied existing customers to entice viewers to sign up. The brand targeted a Lookalike audience of current customers, using retargeting. This resulted in a 64% lower cost per acquisition than previous campaigns and a 7X higher conversion rate.

Let's look at some YouTube case studies.

On the B2C side, UK company eSpares sells spare parts to consumers to help them fix household appliances. The company uses YouTube to educate and inform customers on how to fix their goods, using eSpares products. The YouTube channel has 95,000 subscribers, and it has attracted millions of viewers from around the world.

Each instructional video contains a clear call to action on exactly how to fix your household item, and what you need to buy. It also includes links to the eSpares shop where you can find the products.

Another example is Stanford Graduate School of Business. It uses YouTube to showcase lectures, keynotes, and interviews with leaders that have changed the world. The channel hosts videos from

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guests at the school including Oprah, Sir Alex Ferguson (former manager of Manchester United Manager) and Sheryl Sandberg (COO of Facebook).

The channel has over 800,000 subscribers and the most popular video has achieved 17 million views. The channel is a great example of branding through inspirational and thought-provoking content. It establishes Stanford's reputation as a world class business school which attracts the top aspirational leaders.

Instagram

An example of B2C marketing on Instagram concerns the furniture design brand Made.com. It ran a campaign in Instagram Stories to promote its winter sale, increasing return on ad spend by 69%.

On the B2B side, Mailchimp uses Instagram to engage their followers through a heavily curated and attractive feed, and to stay relevant to their creative business community. Their artistic content is appreciated on Instagram, and it gives value to customers without hiding the fact that the content is marketing-focused. The email software brand has attracted over 100k followers to their channel.

LinkedIn

HSBC used Sponsored Content on LinkedIn to engage and inspire business customers, through content which positioned the global banking brand as a thought-leader.

Using Sponsored Content, HSBC:

- Drove over 40,000 interactions with HSBC Global Connections content
- Boosted organic update impressions by 1,500% and social interactions by 900%
- Created long-term value, attracting over 3,750 new followers to the HSBC Commercial Banking LinkedIn Company Page.

The campaign delivered reach and engagement from over 50 industries and engaged those with job titles including CEO, vice president, and director of operations.

On the B2C side, Global lifestyle brand Kate Spade used LinkedIn to promote a new smartwatch to busy, female professionals.

Using LinkedIn adverts relevant to their target customer, Kate Spade reached more than 143,000 unique members. The campaign also healthily exceeded LinkedIn's internal benchmarks with a 2.44% engagement rate and 1.78% CTR. LinkedIn delivered the highest click-through rate across four social media platforms that were used.

Twitter

To promote viewership and drive awareness and interest in women's basketball, the Spanish Basketball Federation drove 4 million impressions, and 1.2 million pre-roll video views by broadcasting 14 live games using Twitter's live video tool, 'Periscope'.

This activity strategically targeted Twitter users, and it raised significant awareness and interest in women's basketball in Spain.

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On the B2B side, marketing software firm HubSpot has attracted over 800,000 followers on Twitter. It has built a reputation for producing valuable and helpful marketing content. The company shares a range of content on Twitter, from blog posts to white papers. Digital marketing folk see HubSpot as a trusted source of information and an expert in the field.

Let's look at some Pinterest case studies.

IKEA used keyword targeting and Promoted Pins to reach students in the US shopping for university-accommodation décor and organizers. This increased their click-through rate by 72% and decreased their cost per click by 37% year over year.

VISIT FLORIDA's Media Solutions team at Brand Networks worked closely with the tourism marketing corporation to target a custom audience of travelers who were still in planning mode with a sunny Promoted Video campaign. They measured a 66% lower cost per view than other campaigns.

Niche and Emerging Platforms

WhatsApp

When Absolut Vodka launched their limited-edition Absolut Unique bottle collection in Argentina, WhatsApp was a natural place to try and build buzz. After all, 84% of the country's mobile phone users were on the app at the time.

For the launch they decided to host a very exclusive party where only two invitations were available to the public. Anyone wanting to win these tickets had to use WhatsApp to contact an imaginary bouncer named Sven and convince him to let them go. The campaign generated over 1,000 unique images, videos, and audio messages that people created to convince Sven, and built buzz in the community.

On the B2B side, Drapers, the UK fashion business news publisher use a WhatsApp broadcast to send readers a daily alert of a top news story or report. The broadcast list contains users who have opted in, by adding the Drapers to their WhatsApp contacts and messaging the company.

TikTok

TikTok is attracting both big brands, and small business entrepreneurs to the platform. Let's look at some case studies.

Beauty brand TooFaced partnered with TikTok influencer Kristen Hancher for a marketing campaign on TikTok. Using the hashtag #toofacedpartner, Kristen and other influencers posted videos of themselves doing makeup routines. Hancher's promotion received 1.8 million views, 167,000 likes, 1,816 comments, and 2,219 shares.

The BBC recently reported on US professionals giving advice on TikTok to combat misinformation in their fields, including a fertility doctor, a psychiatrist, and an immigration lawyer.

Let's look at some Snapchat case studies.

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KFC launched a Sponsored Lens to promote its Zinger fried chicken sandwich and reach a specific audience of 18- to 34-year-olds.

The Lens, which turned faces into a Zinger sandwich, proved to be a big hit with Snapchatters — generating 19 million views and 15 million plays. And for every Snapchatter who used the KFC Lens, 20 additional Snapchatters saw it, with celebrities like Kylie Jenner getting in on the action to help drive additional reach.

On the B2C side, for the launch of the BMW X2, the car brand wanted to change the way people discover new cars. It decided to turn the world into a showroom. With the power of augmented reality, Snapchat and BMW created the world's first product trial Lens. On average people used the X2 lens for 54 seconds with 25% of people sharing the lens with their friends. This resulted in significant brand engagement time and reach, driving 40 million impressions over the campaign.

KEY TERMINOLOGY

Here is some key terminology used across all social platforms:

- **Newsfeed:** Also referred to as the Home Feed or Timeline, this is a center of content discovery on each social platform where you see posts from friends, brands you are connected with, and advertisements from organizations that want to connect with you.
- **Engagement:** This is any interaction that users takes on a social post and include likes/reactions, comments, retweets/regrams, shares, and so on.
- **Username/Handle:** This is how people and brands are identified on Twitter, Instagram, and Snapchat, and is usually preceded by the @ symbol.
- **Blocking:** This allows users to remove followers, disabling them from re-following, mentioning, direct messaging, or otherwise contacting you on the platform.
- **Mention:** This is a post or comment that contains another user's username anywhere in the body of the message.
- **Follower/Fan:** This is another user who has subscribed to receive and view your posts in their feed.
- **Stories:** This feature that allows users share ephemeral moments of their day, appearing together in a slideshow format to create a visual story.

PLATFORM-SPECIFIC TERMINOLOGY

Facebook

Here is some key terminology used on Facebook:

- **Profiles:** Profiles are for non-commercial use and represent individual people. Through your Profile, you can amass friends. You can also follow Profiles to see public updates from people you're interested in, but aren't friends with.
- **Pages:** Pages look similar to personal Profiles, but offer unique tools for businesses, brands, and organizations. They are managed by people who have personal Profiles. You can 'like' a Page to see updates from that business in your newsfeed. Businesses would always choose to create a Page and not a Profile for their social activity.

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- **Business Manager:** Business Manager is a platform that lets businesses securely share and control access to their ad accounts, pages, and other assets on Facebook.
- **Creator Studio:** Creator Studio is a tool which allows you to track and manage content performance, even across different Pages if you manage many. There is a scheduling tool and an inbox which allows you to manage comments and messages across Facebook and Instagram.
- **Facebook Ads**: Facebook Ads can be used to amplify and target content to specific audiences for a fee.
- **Carousel:** Carousel is a popular post or ad format which allows up to 10 images or videos to be displayed in one scrolling post. You can highlight different products, showcase specific details about one product, service, or promotion, or tell a story about your brand.
- **Event:** An Event is a calendar-based resource that can be used to notify users of an upcoming event or occasion; it can reach a large number of people in a short amount of time.
- **Watch:** Watch is a free video-on-demand service you access through the Facebook site and app. It allows creators to upload their own short- and long-form videos, but it also includes original comedy, drama, and news programming.
- **Live:** The 'Live' feature allows people, public figures, and pages to stream and share live video with followers and friends.
- **Messenger:** Messenger is a communication tool that can be used by marketers to engage with customers via private messages..

YouTube

Here is some key terminology used on YouTube:

- **Channel:** The Channel serves your profile page, showing the account name description, the public videos the member uploads, and any user information the member enters.
- **Subscribe:** Subscribe to a particular channel or user on YouTube to receive instant updates whenever new content from that source appears.
- **Title:** Your title is the name you give to each video you upload. Keywords are important here to ensure your content ranks well within search.
- **Tag:** Adding categories through tags helps your video to reach relevant audiences.
- **Description:** A Description is a keyword-rich caption which appears underneath your video. Often businesses use this area to provide a strong call to action or to link to a website or other social media platform.
- **Thumbnail:** The Thumbnail is the custom image you select as the cover of your video. This can either be a still from your video or a unique image uploaded to YouTube.

Instagram

Here is some key terminology used on Instagram:

- **Feed:** The algorithm-based home feed shows the photos and videos which Instagram thinks are most interesting to the user
- **Search and Explore:** This is where content of interest can be discovered from accounts you don't yet follow.

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- **Filters:** These are a variety of photographic enhancements that can be applied to content before publishing.
- **Stories:** These are ephemeral short-form content which shows in the home feed and on a user's profile for 24 hours. These can be customized with filters and GIF stickers.
- **Highlights:** This give you the opportunity to save Stories in folders on your profile so they remain longer than 24 hours.
- **Live:** Live is a feature that allows users share live video with their followers and friends on Instagram..

Twitter

Here is some key terminology used on Twitter:

- **Tweet:** A Tweet is the communication unit on Twitter. It is limited to 280 characters. However, the most common length of a tweet is just 33 characters. Only about 1% of Tweets hits the 280-character limit.
- **Retweet:** A Retweet is a tweet from another user that is shared publicly with your followers.
- **Quote Tweet:** Quote Tweets are retweets with additional comments added, up to current character limits, before posting.
- **Reply:** A Reply is a direct response to another user's tweet, beginning with the @ symbol followed by their username and then your response. Conversation replies are ranked out of interest, meaning that some replies in a conversation are not shown in chronological order. Replies are also grouped by sub-conversations to show the best content first; this is based on several factors, such as interactions and likes.
- **Geo-tagging:** Geo-tagging is the act of stamping the location details of where a tweet was created, which enables users to search for tweets within a given area. It can be enabled or disabled.
- **Moment:** Moments are curated stories showcasing the very best of what's happening on Twitter. They can be customized to show the current topics that are popular or relevant to the user.
- **Mute Words:** Mute Words is a feature that allows users to stop receiving notifications for mentions based on specific words, phrases, usernames, emojis, or hashtags.
- **Twitter Trend:** A Twitter Trend is a particular subject or conversation topic that is popular around the globe or in a specific area. It can be used to classify tweets on the platform and increase their visibility.
- **Twitter Card:** A Twitter Card is an enhanced version of a tweet that enables the attachment of media to tweets, for the purpose of driving traffic to your website. There are four types of cards: the Summary Card, the Summary Card with Large Image, the App Card, and the Player Card.
- **Periscope:** Periscope is a live-streaming social app acquired by Twitter, which lets users broadcast and explore the world through live video and social interactions.

LinkedIn

Here is some key terminology used on LinkedIn:

- **Connection:** People in your network are called Connections. Your network is made up of your first-, second-, and third-degree connections, as well as fellow members of your

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LinkedIn groups. Your communication options for your extended network vary, depending on the degree of connection.

- **InMail:** InMails are private emails, available only to Premium account holders. They can be sent to fellow professionals without needing an introduction, contact information, or connection.
- **Company Page:** Company Pages are specific pages organizations can use to post or promote content through paid campaigns.
- **Premium Account:** Premium Accounts are paid-for subscriptions that are used for the purposes of career progression, recruitment, lead generation, gaining business insights, and learning.
- **SlideShare:** SlideShare is LinkedIn's content-hosting platform. It works as a web service, letting you upload presentations, videos, infographics, and PDFs to share with everyone. It's a very convenient way to house all of your brand's shareable content in one place.
- **LinkedIn Group:** A LinkedIn Group is a page that supports specific, topical discussions that are moderated by group owners and managers.

Pinterest

Here is some key terminology used on Pinterest:

- **Pin:** Pins are ideas that people on Pinterest create, find, and save from around the web. If you click on the Pin, you can visit the website to see how to make it or where to buy it.
- **Board:** A Board is where your Pins are saved. You can name and arrange your boards on your profile according to your preference.
- **Group Boards:** Group Boards are collaborative boards with other Pinterest users, often used to share ideas and plans.
- **Rich Pins:** Rich Pins provide more context about an idea because they show extra information directly on a Pin. There are four types of rich Pin: app, product, recipe, and article.
- **Pinterest Browser Button:** This is a browser extension which allows users to save ideas from around the web to a Board with one click.

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LESSON 2: SETTING UP A SOCIAL MEDIA EXPERIENCE FOR A BUSINESS

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SETTING UP A SOCIAL MEDIA EXPERIENCE FOR A BUSINESS

Before setting up a social media experience for your business, it's important to consider your options carefully. And then, decide on the most suitable approach. There are many types of social media platforms available.

These days, most businesses are active on more than one so you might decide to set up accounts on a few different channels. But no matter which channels you choose, you'll need to begin by creating a profile. Most social media platforms have a business version of their offering.

You should choose this version when doing marketing for an organization. To complete your company profile, you'll need to create and upload assets, including profile pictures and cover photos. Remember, making a strong first impression is vital on social media as users are moving between profiles and feeds so quickly.

Always choose images that depict your brand in a positive or engaging way. For example, use a brand logo as your profile picture or an engaging image that depicts your brand. This might include your products or people. This image can be updated regularly to fit with your marketing calendar.

So you might add snow to your logo at Christmas time, or love hearts on Valentine's Day and so on. When it comes to the cover photo, ensure there is a focal point in the photo. You can include light calls-to-action like phone numbers or current special offers.

And don't forget to update them regularly. To complete your company profile, you'll also need to add a short bio to introduce your business and what you do. Make sure that the tone of the bio is appropriate to your audience and consistent with your brand's own tone of voice.

Some social channels also allow you to add a contact details section and links to your website. The most important part of setting up a social media business profile is to think about who you are talking to. How they like to be communicated with and how you can engage them with your brand message and meaningful content.

So do take the time to fill in all of the sections with your target customer in mind. It's also vital to keep the information you post as consistent as possible across the sites. Ensure that the images, videos, and text that you use are consistent with your brand.

You may have conversations with the same people on multiple platforms so you'll want to position your brand in a way that's easy for them to recognize and engage with.

SETTING UP SOCIAL ON KEY PLATFORMS

Facebook

There are two ways to set up a business page on Facebook.

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- The first is to create a standalone page from your Facebook profile on this URL: https://www.facebook.com/pages/creation/

However, this is quite basic and limits functionality.

- The second is to create a free Business Manager account and create or import client pages to your manager account on this URL: https://business.facebook.com/
  Facebook Business Manager is the most efficient way to manage your Facebook presence for business, including posting content and creating ad campaigns.

What are the steps to setting up on Facebook?

1. Login to Facebook or create a new profile.
2. Visit https://business.facebook.com/ and choose to Create an Account.
3. Enter Your Details.
4. Go to Business Settings.
5. Click the Pages tab.
6. Click Accounts and click Pages.
7. On the right-hand side of the Page, click Add new Pages.
8. Select Create a New Page.
9. Enter page name, details and upload creative assets when prompted to do so.

Facebook tip: It is also possible to Add an Existing Page which you own or Request Access to a Page from a client and so on.

Digital marketing professionals should choose to run and manage social activity through Facebook Business Manager as it allows for more precise targeting options, centralized management of all pages and ad campaigns, integrations with Instagram, and other enhanced features which aren't as readily available through native page creation. Overall, you can do more faster with Business Manager and this will give you an edge over competitors who opt for the native platform.

YouTube

What are the steps to setting up a YouTube Channel?

1. Go to YouTube.com and click ‘sign in’ in the top right corner of the page.
2. Then log in using the Google Account you’d like your channel to be associated with.
3. In the top right corner of the screen, click on your profile icon and you will see a list of options.
4. Click on the “Create a channel” option.
5. Next, you’ll have the option to create a personal channel or a create a channel using a business or other name.
6. Next, name your channel and select a category.
7. Finally, fill out key channel information such as a description and link to your website, and upload channel art to ensure your channel looks professional and fits your brand.

If you have a Google account, you can watch, share, and comment on YouTube content. However, Google accounts don’t automatically create YouTube channels.

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Getting a new channel set up is a simple and quick process, though. If you find you already have a YouTube channel setup personally, click on your profile picture in the top right-hand menu, and click "My Channel". You can customize your channel content from here, including artwork which is a banner across the top of your channel, and links to your website and social media networks.

Instagram

What are the steps to setting up an Instagram Business Account?

1. Download the Instagram App on your mobile phone and Connect to Facebook.
2. Go to the Menu of the App and choose the settings Icon.
3. Choose to Switch to Business Account.
4. Add your business details, bio, and so on.
5. Connect your Instagram Business Account to your Facebook Company Page.

As Instagram is a mobile native app you need to set up your account by downloading the app on your phone, and then connecting to Facebook. From there, you can change your Instagram profile to a business account in the app and begin to market your products. If you have a Facebook company page for your business, you can link your Instagram Business account to your company page and manage paid promotions through Facebook Business Manager.

LinkedIn

What are the steps to setting up a LinkedIn Company Page?

1. Click the Work icon in the top-right corner of your LinkedIn homepage.
2. Click Create a Company Page.
3. Enter your Company Name and choose a URL. All Company Page URLs will be structured as linkedin.com/company/[YOUR COMPANY NAME].
4. Check the verification box to confirm you have the right to act on behalf of that company in the creation of the page.
5. Click the Create page button.

Businesses need to set up a Company page to avail of the additional features such as advertising and analytics on LinkedIn. A company page on LinkedIn will require all of the same create assets (cover photo and profile pic) and about us/bio info as the other social channels but will be more professional in tone to match the audience for this professional social network.

Verification is something that isn't readily available on LinkedIn. However, if it becomes available, organizations will be able to verify their pages to add additional credibility to the experience.

Twitter

What are the steps to setting up a Twitter Account for Business?

1. Sign up for a new profile on Twitter.com.
2. Enter your details and set your password.
3. Add cover photo and bio, and so on.

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On the surface there is no difference between Twitter account used for Business and standard Twitter accounts, but additional features are likely to roll out for business Accounts in the future. With Twitter you can sign up for an account and simply use it for business.

Pinterest

What are the steps to setting up a Pinterest Account for Business?

1. Go to Pinterest.com/business/create.
2. Enter your email and a new password, then click Create Account.
3. After choosing your language and location, add your business name.
4. Then choose the description that best fits what your business does and add a link to your website.
5. Connect your Instagram, YouTube, and/or Etsy accounts.
6. Edit your profile by clicking on the pencil icon beside your name.
7. You may wish to change your profile name, since it automatically pulls from the email you use. Add a profile photo that represents your brand.
8. When you fill in the about section, try to include a few keywords. Click Done to save.

There are three ways to create a Pinterest business account:

- Add a business profile to your personal account
- Convert your personal account
- Create a new business account

The simplest method is to create a new business account from scratch, but it is worth knowing that the other options are available.

WALKTHROUGH: SETTING UP FACEBOOK BUSINESS MANAGER

So, to manage all of our Facebook and Instagram activity, our pages, our profiles, we should create what's called a Facebook Business Manager account. So, you can create a free Facebook Business Manager account on business.facebook.com, and then you can go ahead and create an account, and that will guide you through the process of creating a Facebook Business Manager account for your business.

And once you've created your Facebook Business Manager account, you'll be asked to add some ad accounts, or to create a page, or add existing pages that you already have. You can find all of these and link all of these things in our Business settings area. So, in Business settings, this is where you can add pages. So, if you go to Pages, you can Add a Page.

Or you can create a page, or you can Request Access to a Page. So, if you have a page with your existing profile that's already linked to this Business Manager, you can just add it here, or you can create a new one. Likewise, if you've been running Facebook ads or Instagram ads, you can add or create a advertising account in here in the Ad accounts section.

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We're also able to do things like link our WhatsApp account and link our Instagram account. So, if we have an Instagram, we can add that in here, and we have a WhatsApp, we can Add that in here. So, we can start linking all of our Facebook assets together under Facebook Business Manager, and we can do things like we can add our Payments for our ads, we can do things like in Data sources, create our Facebook tracking pixel, which we can track people visiting our website after clicking through from Facebook or Instagram ad.

And we can Add that pixel in here. So, if I go back to my Home screen, I have my Business settings area that I'm able to add all of these links at the start. And so, definitely worth doing that, link up your Instagram, link up your pages, link up your WhatsApp, link up all of that stuff in your Business settings area.

And any difficulty you might be having with Facebook, you can always go ahead and look at their Help Center. And if you want, you can go ahead and contact someone from the Support Team. So, there it is there, contact someone from the Support Team if you're having any difficulty linking pages and things like that, because sometimes what happens is we created pages, or profiles, or ad account ages ago with different email addresses, and we're not always able to link them because we've forgotten the logins and different things.

So, Facebook can link them on the back end when you make a request through the Support Team, if you're having any difficulty linking any of your advertising accounts or pages to Facebook Business Manager here.

WALKTHROUGH: SETTING UP A TWITTER ACCOUNT

Unlike other social media channels, there's no separate business experience for Twitter, so we just need to go to twitter.com. And we can go ahead and sign up here. And then we just start filling in our details and finish our signup. And that will bring us to our Twitter page.

And then when we finish signing up for our Twitter account, we can fill in our details. Everything's all in the left-hand side here. In the More area, we have our Analytics, we have our Settings and Privacy where we can add all of our details. And that's very straightforward. A very straightforward way to set up and customize our view, look at our settings.

So we have all of these, all of these settings here. And our profile where we can edit our details and put in our image, put in our bio, all of that stuff, and save that away in there. So this is where we optimize our activity for Twitter for business.

WALKTHROUGH: CREATING A LINKEDIN COMPANY PAGE

It's essential for businesses to have a presence on LinkedIn, and it's easy to do. On the home page, we click open the Work area. And in the Work area, down at the bottom we click Create a Company Page.

And when this loads up, we're asked what kind of company is it going to be. And, in this instance, maybe choose a small business. So now we just have to fill in our details, our page identity, our

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company name, things like that. So just fill in the blanks about your company at this point. And when that's done, we can move on to some further details about our company, like our industry.

And we might choose something like Apparel & Fashion, or we can go a little bit further and maybe Health, Wellness & Fitness. Company size, number of employees, and what type of company is it going to be. So in this instance, you might choose privately held. Just our company details. Finally, we need to add our tagline and upload our logo. And when that's done, we just verify that we are authorized to represent the brand, and we can create that page.

WALKTHROUGH: SETTING UP AN INSTAGRAM BUSINESS ACCOUNT

So when we want to change our Instagram experience to a business profile, it's fairly straightforward. So we just go down to our profile in the bottom corner. And then we access our settings in the top area.

And we can go to Settings and then Account. And down at the bottom, we're asked to switch to a professional account. And it'll say Get a Free Professional Account. Learn more about your followers.

Reach More People. If we just press Continue there. We choose what our label is, and we choose are we a business or are we a content creator? So what kind of account. Are we business or creator account? But the majority of us will be just a business account unless you're an influencer, or an artist, or something like that, you'll be a creator.

So we go ahead with business. And then we enter in our details. And we can enter our details here, and continue with that. We choose what page do we want to connect our account to, so I'm going to choose the Organic BewT page. And then I can go ahead and complete my profile. So when it comes to the business account, you can see we have the insights option available.

And then in our settings area, we have lots of information that we can understand from Insights there. Then in Settings, we have this Business and Ads. So when we click on Business, we can Set Up Instagram Shopping and all these kind of things.

So we have all of this additional functionality when we set up a business experience. So, it's definitely worthwhile doing.

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LESSON 3: GROWING AND ENGAGING AN AUDIENCE USING SOCIAL MEDIA

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THE VALUE OF BUILDING A SOCIAL MEDIA COMMUNITY

So what is a social media community and why is it important for businesses? A community is a social unit that creates a feeling of fellowship with others as a result of sharing common interests, goals, and attitudes.

Social media marketers are responsible for fostering thriving communities on social channels, to drive brand recognition and encourage conversions from people who engage in their community. It's not enough to have a huge social following.

You need an engaged community to grow and maintain a loyal follower base. Why are communities important for social media marketers? Communities enable marketers to promote engagement with their business' social profiles and brand content.

Every act of engagement brings users closer to your brand by increasing your brand visibility on the platform and attracting more potential customers to your profiles. Communities also create a welcoming engaged environment that fosters brand affinity and loyalty as community members recognize your brand as responsible for their positive experience and growth.

Communities are incubators of inspiration because they encourage members to share their own stories with your business, which can create lasting connections and inspire others to action. And, finally, communities foster trust. If your followers function well as a community, it will be a sign that your brand is trustworthy and you'll attract more followers and earn higher retention rates as a result.

There are many steps you can take to build a valuable community on social media. A good place to start is inviting your friends. Invite people you know who may be interested in your business to like or follow your account. They can support you by interacting with your posts and sharing your content.

This initial audience will help to establish your credibility, build your reputation, and spread word about your business right away. Next, welcome your customers. Invite people you currently do business with to like or follow your account.

Alert your customers via email or when you speak to them. Let them know about your brand-new community and the benefits of joining. Consider adding social buttons to your website. Showcase the logos of your social media platforms where you keep an active presence.

This will allow your customers to explore the platform which suits them best. You can also add them to thank you pages that appear after someone signs up for your mailing list, submits a lead form, or makes a purchase. Because those visitors have already connected with your business in one manner, they are likely to connect with you on Facebook or other platforms as well.

A good rule of thumb on social is to keep work and personal activity separate. But there's an option to add your job role to your personal profile to help build your community if you feel this is appropriate. Ideally, you should add your company as your current employer in your personal profile's work section on Facebook and on LinkedIn.

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This creates a link to the company's page so others can click on it if they wish to find out more about the company. It's also a good idea to cross-promote your social networks across other platforms so your followers can easily find you on each platform they're active on. If you share the links to your Facebook page on your Twitter account, and your Twitter account on your LinkedIn account, it will maximize your reach across all platforms.

Another simple and highly effective step is to include your social links in your email signature. These links to your social profiles will be clickable when you send emails to customers, friends, vendors, and other contacts. This will increase exposure for your pages and help to build a loyal follower base.

Another great way to build a community organically is by using hashtags in posts. Hashtags are a great way to expose your content to new audiences. If your content is compelling and engaging, people who come across your posts in hashtag search results may be inspired to follow you to see more.

Be sure to join platform groups that are relevant to your business and share interesting content to engage with community members or share a link to your business page or website if the community guidelines allow it. Another way to build your community is to promote your social media pages at events.

Consider offering exclusives for new fans and followers, too. Creating goodwill amongst other users is important on social media platforms so following accounts related to your brand or industry may inspire them to follow you in return.

A consistent posting schedule demonstrates that you're reliable and fosters trust within your community, which in turn creates loyalty. Retaining and maintaining your existing follower base is a very important aspect of community growth.

If you don't have a strategy for maintaining your community, your initial work in growing it may go to waste. So plan to post regularly and effectively to keep everyone onboard. Be sure to use emojis and colloquial terms when relevant and appropriate. This shows that you speak the language of the community and you understand them and want to communicate with them in a way that's relatable and comfortable.

This will also foster affinity for your brand. It's imperative to respond to comments and queries from your community when they engage with you. If your followers feel like they're only being spoken at and not engaged with in a genuine way, they'll assume your business is self-serving and doesn't really care about their customers' needs.

Responding to your followers also humanizes your brand and increases affinity. Using GIFs, quote images, and memes, all of which are important in the language of social media, is an often overlooked way of growing a community. When used in a relevant way, these components make your content more engaging, relatable, and shareable, and your brand becomes more likable.

If you offer special promotions to your followers to reward the community, you're demonstrating you care about the community and want to reward them for their loyalty and engagement. This is a classic example of positive reinforcement encouraging their continued loyalty and increasing brand affinity.

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Lastly, you can partner with influencers and other brands to promote to your community and help to increase awareness of your account. For example, you can allow them to take over your page for a set period of time. Or, create content with a CTA, call-to-action, to follow your brand's account.

These partnerships can be paid or free, depending on the type of relationship you have with them. Now that you've built a thriving engaged social community, what can you do to manage and sustain it? Begin by developing an authentic consistent brand voice. Communities appreciate honesty and dependability.

As mentioned previously, being responsive is key. Show your followers you care about their comments and you aren't only there to promote your brand. The more you engage with your followers, the more they feel appreciated and compelled to continue participating.

Engagement creates more engagement. Adopt the 80/20 rule. Eighty percent of the content you share in the community should be helpful to and cater for the interests of your audience while still supporting ideas and insights that your brand believes in.

Only 20% or less should be about promoting your business. And it can also provide value to your audience by including a discount or a special offer. You should include clear CTAs in your content that inspire your audience to learn more about your company so it possibly leads to conversion in the future.

Consider having reoccurring topics or a post series that fans and followers can look forward to participating in. This also encourages more reoccurring engagement. If you're providing customer service through your social media channels, consider using a personal identifier, such as initials or a first name.

You've probably seen examples of this, where brands use personal identifiers in conversations with customers to make the interaction more human and increase affinity. Finally, pay attention to posts and content resonating with your audience on your own channels and on competitor channels.

Then, optimize your post content strategy accordingly. Again, posts should always provide value to your followers and not just be in service of the business.

ENGAGING WITH AN AUDIENCE USING SOCIAL MEDIA

When posting content on social media platforms, what best practices should you follow? First of all, your post should be succinct, eye-catching, and scannable. Social media users are scrolling and swiping through content quickly so using short updates with eye-catching messages work well.

Secondly, make sure your posts are topical and relevant to your audience. And post content regularly to keep your brand at the front of their minds. Take care not to post too often. This may prompt followers to stop following your page.

But do ensure that you're posting enough to consistently show up in the newsfeeds. A key part of your job as a social media marketer is to make sure your posts are providing value, as well as being relevant and topical. Make sure your posts include an explicit CTA or a link so your audience knows exactly what you want them to do with this information.

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For example, ask them to comment, like, or share your post. These days, people make fast decisions about the content they engage with. Be sure to include rich media such as photos or videos and add hashtags and emojis where appropriate to make sure your posts stand out in the cluttered newsfeeds.

Social media is a great channel for distributing content and also for gathering customer feedback and market insights. Consider asking questions and running polls to learn more about your audience. Ensure your messaging stays true to your tone of voice to build awareness and reinforce your brand to customers and potential customers, which adds value to your business.

Stories are temporary content in your overall social experience so it's important to understand their ephemeral nature. Let's look at some of the best practices for creating an optimal story. Stories are a great way of showing a raw authentic side to your brand.

You can do this by sharing photos, interviews, and exclusive behind-the-scenes content. You can also use social influencers in your stories to assist with reach and credibility. Invite them to do a story takeover.

This means they make a guest appearance on your account and take over your story feed for a whole day. You can use them to grab users' attention and share messaging points. Be sure to fully leverage any native platform tools that are available. For example, make use of all of the editing features and customization tools native to stories such as filters, stickers, text, and paintbrush.

You can diversify your stories' content by adding videos and photos and even boomerangs to keep it interesting. You can also mention other users within your story or tag a location. So if you want to highlight an influencer or business you could tag them in your story.

Consider including a "see more" link to drive traffic from your story to an alternative location. It could be your business' website, somewhere that generates leads or a promotion. Be sure to have a clear narrative about any event you're promoting in your story. Lastly, be sure to include a clear CTA, like a promo code or a link to your website to drive a trackable action for your consumers.

When posting video content on social platforms, there are some useful steps to really enhance the video experience of your social media audience. Firstly, it's important to capture attention in the first three seconds. User attention is limited so it's important to insert your key message in the first few seconds to drive recall and impact.

On mobile devices and in office or public environments, the majority of users will have their sound off. To communicate verbal messages from your video it's important to create a video experience that works well with sound off as well as on. You could do this by using closed caption subtitles and on-screen text.

A large number of users view social content on mobile devices and scroll vertically on their mobiles. Therefore, it's essential that your video content is optimized for vertical, as well as landscape-viewing options, to cater for all viewers.

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This may mean that landscape or a widescreen TV commercial need to be cropped or re-edited for vertical social video views on mobiles. To get the most value from your content it's worth investing and creating ever-growing content as it can have a significant impact on consumer engagement.

To encourage continued engagement after the video has ended, you can build-in a "Play More" function so users can view other related content after they've finished watching your video.

You've probably seen these "Play More" video screens at the end of YouTube videos. They work well to keep you engaged with the brand and continue viewing video content. Think of it as bringing the audience on a journey through your content catalog and curate your video content with this in mind.

So try to think, what can I show my audience next to keep them engaged with my video content? And, finally, take advantage of live video options to capture live events and add a greater degree of urgency for followers to engage with your content.

Share the live video to your story for 24 hours before it disappears or discard it immediately. The number of viewers for your live video includes everyone who watched the live video and the replay.

USING HASHTAGS WITH SOCIAL MEDIA

Hashtags are a very useful tool for marketers. A hashtag is a word or a phrase preceded by the number or hash symbol and it is used to categorize keywords or topics, allowing users to easily find or follow a specific conversation of interest to them.

By clicking on a hashtag, you can view related conversations and easily discover, organize, and track topics of interest. Hashtags are valuable for marketers because they significantly increase discoverability and help brand recognition, expand reach, and target new consumers.

They also allow you to create, join, or impact conversation that are relevant to your brand or business. This is valuable for discovery and how potential new customers might discovery your brand. Hashtags are also a great way to express tone, increase audience engagement through community in-jokes and humor.

This can further increase brand affinity and result in new followers. If you'd like to use more than three hashtags, hidden hashtags is a useful technique to make your posts look cleaner and less like spam. When you write your post, press the enter key and enter some hashtags on the line below the post.

This allows your post to be found in hashtag searches but these additional hashtags won't clutter up your post as they will only be visible when the audience presses the "See more" button on your post. There are some important considerations when it comes to using hashtags in your content.

The first being the use of SEO keywords. SEO keywords or search engine optimized keywords that are relevant to your brand are very useful as hashtags because they're topics your audience is already actively searching for. Try to anticipate what they're looking for in relation to your brand or content.

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And use these keywords as hashtags so your content can be found when they're looking for this type of information. It's important to avoid spaces and punctuation in your hashtags because they can affect the accuracy of search results.

Just like with punctuation, it's important to capitalize your hashtags correctly in order to increase readability and legibility. Avoid using too many hashtags in a single post as it looks spammy and appears inauthentic. Try to keep your hashtags short so they're easy to remember and easy to search for.

It's also important to use hashtags that are relevant to the content in your post and popular on the platform you're posting on so you can leverage their popularity and involve your brand in the conversations.

For example, if you're on Instagram, you may wish to use the hashtag "#photooftheday". This is a hashtag that's often searched by users on the platform and will make your content more discoverable. Other popular hashtags include "#TBT," or "#ThrowbackThursday," #JobFairy," and "#NoFilter."

You can search for trending hashtags on social media and add them to your post to leverage their popularity, inserting your brand into the conversations. If you want to increase brand recognition on a platform, it may be worthwhile creating a hashtag that's branded.

A branded hashtag can be really helpful in promoting discovery of your brand on a particular platform. It's something that's unique to your brand or business. It could be your company name, company tagline, a campaign, a contest name, or something else to encourage participation and engagement.

When you're creating branded hashtags, search and monitor other hashtags in the community that may be relevant to your brand or business to ensure the hashtags you decide to use aren't already being used in a negative light. Otherwise, it could reflect poorly on your brand.

USING FACEBOOK TO ENGAGE AN AUDIENCE

What are the best practices for Facebook posting? Facebook Page posts are a way to generate engagement with fans and target audiences. Through Page posts, you can share company news, product announcements, tips, contests, events, stories, and more.

Different types of posts are available to marketers on Facebook:

- **Link posts** are simply posts that link to a website off of the Facebook platform.
- **Offer posts** are for when you want to increase sales in your shops or online, offer a discount or have a promotion. They are a great way to get people's attention and encourage them to act.
- **Event posts** are a feature that lets you organize gatherings, respond to invites and keep up with what your friends are doing. As a business you can create events to highlight in-store or online activities that you are planning. Once users agree that they are 'interested' or 'going', then they will be notified when you post updates on your event page.

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- **Instant Experiences** are full-screen, mobile-optimized, post-click experiences that can feature a combination of images, videos, text and links. You can create them using the 'Publishing Tools' section of your Page and your Page composer. When you're done, you get a unique URL that you can use in website click and website conversion ads, mobile app ads, and photo/video page posts. People who tap an ad or post with an Instant Experience on their mobile phones or tablets can interact with them through taps, pans and swipes without leaving Facebook.
- **Video posts** include a native video uploaded directly to Facebook rather than posting a link to a video from a third-party site. A video link offsite would be considered a link post.
- **Photo posts** can be with or without text and include an image, of course.
- **Text posts** are exactly that, posts with only text.

Facebook's Creator Studio Dashboard is available at https://business.facebook.com/creatorstudio.

Here, there are some additional types of posts available to publish and schedule:

- **Slideshow:** You can add three to ten images to create a video, to which you can add royalty-free music to within Facebook.
- **Carousel:** This is a popular post or ad format which allows up to 10 images or videos to be displayed in one scrolling post. You can highlight different products, showcase specific details about one product, service, or promotion, or tell a story about your brand.
- **Poll:** You can create a question to ask your community. Enter Option 1 or Option 2 for your community to vote on, and how long you wish to run the poll for.
- **Live:** Share live video streams with your community, and you can use additional features such as polls and questions during the broadcast.

USING YOUTUBE TO ENGAGE AN AUDIENCE

Creating an engaging video to post on YouTube is not going to ensure it is found and watched by your ideal audience.

There are a number of best practices to consider to optimize your video:

- **Filename:** Your raw file name of your video should include your target keywords or key phrase to optimize your video.
- **HD resolution:** Video quality has been found lately to have a strong correlation with search rankings. Higher resolution videos provide a more enjoyable viewing experience. Minimum HD resolution on YouTube is 720p (or 1280x720). If you've uploaded at this resolution or higher, your video will automatically display with a small HD badge on the video player.
- **Captivating title:** Your video title should be easily searchable and sound compelling enough to capture the viewer's attention. Including keywords in your title is key for SEO.
- **Custom thumbnails:** A great custom thumbnail should effectively set the expectations of the viewer. Including a screenshot of your footage with a title overlaid is a popular choice for grabbing attention and setting expectations.
- **Relevant tags:** Tags are keywords that associate with your video and help you to rank within YouTube and Google. Videos should have 5-8 tags to help rank for specific things.

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- **Thorough description:** A thorough description helps your video to rank in search results including Google, and is also a good place to put helpful links, additional information, and even video shortcuts (links to specified points in the video).

USING INSTAGRAM TO ENGAGE AN AUDIENCE

What are the best practices for posting on Instagram?

- **Both long and short captions can work:** Both long and short captions can work as long as there is a consistent tone of voice used that appeals to your target audience.
- **Include line breaks:** If you use longer captions, ensure that you format your post well using line breaks. These are not available within the Instagram app, but you can create line breaks using Facebook Creator Studio, an external scheduling tool or even in your Notes app on your phone.
- **Emojis:** Emojis are proven to increase engagement on Instagram - but choose them wisely and use them sparingly.
- **Ensure images have strong focal point:** Ensure the images that you post to your feed are high quality and include a strong focal point to attract attention and inspire your audience.
- **Video content can grab attention:** Video content can generate reach and impressions as it captures attention in the busy newsfeed. Use short video clips, such as Boomerangs or Cinemagraphs to create playful content.
- **Incorporate UGC into your strategy:** Incorporate user generated content into your Instagram strategy to help reinforce your brand and create relationships with your customers.
- **Consider your grid layout:** Consider what your overall grid looks like to a profile visitor. Does it represent your brand? Does it create a strong aesthetic? Archive any posts which no longer fit your overall look.

Insta Tip: When regramming content remember to:

- Ask permission
- Give credit
- Avoid edits
- Use Search and Explore to find content to regram

What are the options available to marketers to enhance sharing on Instagram?

Enhance photos and videos using smartphone apps

The central visual nature of Instagram means that your photo content must be of a high standard and present your product or concept in an impactful way. Using an app to enhance your photos and videos is a common method to build more engagement. Apps include VSCO, Snapseed and VidLab contain color enhancement features, a huge array of filters (more than the Instagram app) and additional editing functionality.

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Consider your grid vs Story strategy

Instagram Stories have become just as important as the feed as more and more users spend their time swiping through the latest Story content. A common strategy is to keep your best, polished content on your feed and use Stories to feature more impromptu, in-the-moment content such as behind the scenes or announcements.

Social media scheduling app Later uses a well-curated feed of high quality, sharable images and videos. Stories are used for product announcements and expert insight from staff and guests including live chats

Use hashtags

Hashtags are one of the best ways to secure reach and impressions on Instagram, especially when trying to attract a new audience. Instagram allows up to 30 hashtags on posts, but 10 is the most common number. Users can post hashtags in the caption or in the comments of the post.

Tag other users

Tagging other Instagram users in posts can improve reach and engagement. Not only does this draw those users' attention to the post, but it means your post will appear on their profile in the "Tagged" section. Ensure you are tagging others in a genuine way rather than spamming. Picking other businesses, customers, or influencers to reference in your caption and then tag in your posts is a great strategy for growth. This is also effective in Stories as it means the user tagged can easily share your Story to their followers.

Add Locations

Adding locations to your posts and Stories on Instagram is good practice. This increases reach in local areas, or ensures your posts are seen by those who are searching areas of interest for example Buckingham Palace, London, United Kingdom. Only add a location if it is relevant to the post. You don't have to be at that location to add it.

USING LINKEDIN TO ENGAGE AN AUDIENCE

Now, let's talk about the best practices for posting content on LinkedIn. In terms of scheduling, posting regular company updates is the most effective way to start a conversation, drive word of mouth marketing, and directly engage with your target audience.

LinkedIn itself recommends posting every business day on the platform. Many businesses aim for at least three times a week. Posts published during working hours are likely to receive the highest engagement and reach as this is LinkedIn's busiest time.

Try to post when your audience is most likely to be browsing LinkedIn. For example, at lunchtime or during a commute. Remember, LinkedIn is a professional-focused platform for building and developing professional connections so your posts should be professional and helpful in tone.

And, finally, encourage your employees to share company posts to increase reach and credibility. In this way, they can act as brand ambassadors and reinforce the mission and vision of your company.

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When it comes to sharing content, what options are available to marketers to enhance sharing on LinkedIn?

As with many of the social media platforms, engaging video and imagery helps your post to standout in the newsfeed. Particularly when the content is relevant to your audience. LinkedIn enables you to use image and multi-image posts, videos, and live broadcasts, so take advantage of the options available.

Sharing quality insights and fresh perspectives based on your business' knowledge, expertise, or observations can help to position your brand as a thought leader in your industry. Use your analytics to see what's resonating with your audience and post on topical and trending topics that get people talking.

You can also extend reach and engagement with your content on LinkedIn by tagging relevant companies and members of your professional network who might be interested in the content or directly involved in the content topic. When you tag a LinkedIn member in a post, it also shows the content to the tagged member's professional network.

Like tagging members of your professional network, you should also tag employees and coworkers to increase the reach and engagement levels with your content. You can also add hashtags to your posts on LinkedIn. Hashtags are usually added below the main text of a LinkedIn post. Adding three to five hashtags increases comprehension and engagement, particularly if they're well-established hashtags on LinkedIn.

You can search hashtags in the search bar at the top of LinkedIn to check the popularity of your hashtag choices.

USING PINTEREST TO ENGAGE AN AUDIENCE

Now, let's take a look at the best practices for posting content on Pinterest. The key thing to remember when planning a content schedule for Pinterest is to post consistently.

Pinterest recommends pinning something once per day. This is more effective than creating a board and filling it up at once. Pinning regularly ensures your content reaches a wider audience and shows your audience that you're active on the platform.

Vertical imagery is another important aspect of Pinterest content creation. Exactly 85% of Pinterest users, or pinners as they're known, are viewing content on their mobile devices. Shoot for a 2:3 aspect ratio so your image doesn't become truncated and aim for the highest quality possible.

This ensures your content will be visually appealing and will attract the attention of pinners. Using descriptive copy to describe the content in your pins gives people more information about what they're seeing and entices them to want to learn more. Adding copy to your pins is also a great opportunity to showcase your brand voice in a simple way.

Using text overlay is another key feature you should take advantage of to enhance your pins. Consider including a headline that reinforces your message and makes the focus of your pin

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immediately clear to your audience. As with content for all social platforms, good storytelling ought to be the focus of what you're sharing on Pinterest.

Show your brand in action and communicate your brand story in an authentic way. If pinners can relate to your brand story, and imagine themselves as customers, they're more likely to become loyal brand advocates. So how can marketers enhance sharing on Pinterest?

Plan ahead. Pinners are planners, which means that their seasons, holidays, and life events influence the keywords they search with. Ensure you have pins and boards set up to coincide with key holiday and marketing events in your calendar.

Use descriptions that contain popular keywords. Don't just tag your description with an assortment of popular words. Good descriptions help your pin perform better and, in turn, can improve your pin’s SEO ranking. Tell users about your pin, where it links to, and include a strong call-to-action.

Tag companies, contacts, and employees. By tagging companies and people in your network, your pins will have a wider reach and you'll build credibility if your pins are endorsed by others.

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LESSON 4: CREATING AND OPTIMIZING SOCIAL MEDIA CAMPAIGNS

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FIVE KEY STEPS FOR CREATING A SOCIAL CAMPAIGN

Before going through the steps for creating a social campaign, let's look at why social media advertising is important for marketers. Social media advertising offers marketers the chance to achieve guaranteed reach and engagement from their desired audiences.

As social media newsfeeds have become more competitive, more marketers are using social media advertising to spread awareness, consideration, and conversions of their products and services. Messages can be specifically created and audiences can be specifically chosen and controlled so marketers are only paying for reach and engagement from the people they want to attract.

All of the major social networks offer advertising options but that doesn't necessarily mean you need to use them all. Consider where your audience are most likely to spend their time and be willing to engage with your brands' messages and then plan your campaign accordingly. There's no need to use social platforms that aren't used by your target audience.

Instead, focus all your efforts on the most appropriate social channels for your audience and business to get the best results. Now, let's look at the five key steps necessary for building a social media marketing campaign.

To start, all of the social ad platforms require you to name your campaign. Avoid vague names like "Campaign One, June 2021." Name your campaign something you or your team will easily recognize and understand. Once you've named your campaign, the first step in designing an effective campaign is setting your campaign objectives.

Your objectives should be focused specifically on digital marketing goals. For example, an objective to drive more sales could be achieved by increasing brand awareness on social media. People may not complete the purchase by clicking through a social media post or ad but because your campaign has made them aware of your offering, your social activity assisted the customer journey and helped the overall sale.

You can use conversion tracking to monitor performance and adapt your campaign if necessary. The main types of social media objectives are those focused on awareness, site traffic, lead generation, brand affinity, and even direct purchases through social ads in some cases.

Be sure to familiarize yourself with common social media objectives to ensure that your campaign is optimized and aligned with your business goals and KPIs. The second step is to define your audience. Every campaign should have a clearly defined audience.

Social media advertising allows us to be very precise with who sees our messaging, choosing specific demographics, interests, and locations for our audiences. This can significantly impact the overall success of a campaign because the more relevant your advert is, the more likely your target audience are to react and engage with it.

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It's best practice to build your campaign around the consumer once you've defined your audience. Create target personas to establish the channel and content preferences of your audience. You can do this by writing down all that you know about your ideal customer to create a profile for them.

For example, ask yourself, what are their interests and motivations? What do you know about their lifestyle, their income? Where are they physically located? And, what is their age and gender? Take note of the websites they visit and how they like to be communicated with. Once you've outlined these details, your persona should represent the traits and characteristics of your ideal customer.

You can then refer to your different persona types when planning and creating content for social campaigns, keeping you on the right track and ensuring you're creating campaigns to target the right person. You can target multiple audiences in a campaign.

These target groups are called ad sets. Each ad set will have its own target audience and choice of creative so you can serve different messages to different audiences. You should always name your ad sets logically so that the name is easy to understand.

You can also serve ads to past visitors of your website or to audiences with similar traits to your past visitors by adding remarketing tags on your websites. These are small pieces of code in the HTML of a website enabling the social network to identify users who've been on your site before so that you can target them with ads.

Remember, past site visitors can be valuable audiences as these people have already been exposed to your brand. They're most likely already familiar with your products and may have done business with you or even bought from you before so they're certainly worth re-engaging where possible.

The third step is measurement and KPIs. You can set KPIs to measure success as a standalone social campaign or as part of a multichannel campaign. Remember, social often has the biggest impact when engaging people at the start of a consumer’s journey in the awareness and interest stages.

As a result, it's best to measure the effectiveness of social advertising by how it has helped increase brand awareness and the number of people searching for your brand in other channels, such as organic or paid search. More advanced users can use social tracking tags or pixels to measure the effectiveness of social media’s influence on driving sales and conversions.

It's important to assign KPIs because they're the metrics you track to understand whether or not your campaign is meeting your business goals. For example, an awareness objective can be tied to KPIs such as reach and impressions, social engagements, follower growth, views, or app downloads.

A site traffic objective can be measured by clicks and sign-ups. If your objective is to generate leads for your business, you can track sign-ups and app downloads as your KPIs.

Conversion objectives are best measured in how social media assisted in the sales process. Finally, if your objective is to increase brand affinity, this can be indicated through social engagements, follower growth, content views, sign-ups, and app downloads.

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The fourth step for creating a social campaign is to set budgets and run dates for your campaign. Decide how much you're going to spend on each social channel and how long you want your campaign to run. All of this activity should be detailed in your media plan.

Your media plan shows your total budget per channel, cost metrics, both CPM and CPC. And, estimated delivery targets such as the number of impressions and clicks. The fifth and final step for creating a social campaign is to design your creative content.

Design your creative in a way that's appropriate to each of the platform's best practices by choosing the most suitable ad formats and posting times. But remember that it's helpful to make your content look like matching luggage. That is, that they have all the different shapes and sizes and designs but they're part of the same set, visually.

Your creative should be branded clearly and subtly so that it doesn't look overly promotional. This will increase brand recognition and affinity. It's ideal to launch your campaign with at least four creative variations so that the platforms' algorithm can optimize against the best-performing content.

As such, you should be updating your creative regularly to avoid consumer fatigue. Use a posting calendar to help you plan your campaign efficiently. A posting calendar is a centralized document that you can use to detail your posting dates, content choices, social channel external links, and other details.

Its role is to ensure you're always prepared in advance of the campaign going live. Your calendar can be modified to take into account market changes or new information that might affect your campaign.

SETTING UP A FACEBOOK AND INSTAGRAM CAMPAIGN USING BUSINESS MANAGER

Here are the steps to creating a Facebook or Instagram paid promotion campaign:

1. Log into Facebook Business Manager.
2. Navigate to Business Settings and create or import an Ad Account.
3. In your Ad Account, select Create New Ad.
4. Set your objective and name your campaign.
5. Define your audience, network (Facebook, Instagram, or both) and device in your ad set.
6. Set your budgets and run dates.
7. Select your creative formats.
8. Push Live.

Objectives

Different objectives are available on Facebook or Instagram. You can choose what KPI you would like Ads Manager to optimize your campaign towards.

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Awareness

- Brand awareness
- Reach

Consideration

- Traffic
- Engagement
- App installs
- Video views
- Lead generation
- Messages

Conversion

- Conversions
- Catalog sales
- Store visits

While there are conversion objectives on Facebook, they will only work with certain products, usually lower cost purchases with short sales cycles, Facebook/Instagram are usually more effective in the Awareness and Consideration stages. Store visits in the Conversion category can encourage offline conversions if used correctly. It's also possible to create an Offer as part of your promotional campaign to increase urgency.

Audience targeting

Various types of audience targeting are available on Facebook and Instagram. You can choose any combination of the following options to create your target audience.

People factors:

- **Demographics:** Age, gender, location
- **Interests:** Business, family, hobbies, entertainment, shopping, technology
- **Behaviors:** Purchase patterns, travel, mobile usage
- **Detailed demographics:** Relationship status, parents, education, job titles, and so on
- **Connections:** People who like or don't like your page, events, or who installed your app
- **Custom audiences:** Remarketing lists or similar audiences

Ad location factors:

- **Network placements:** Instagram or Facebook, Messenger, Facebook Partner Websites
- **Devices:** Mobile or desktop
- **Mobile type:** iOS or Android

Budgeting

Various budgeting and ad serving options are available on Facebook and Instagram

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Budgets:

- Set daily budgets and optional campaign spend limits for ongoing ‘always on’ activity with no end date.
- Set lifetime budgets for campaigns with a specific end date, only spend up to that budget limit.

Bids:

- Set bids to automatic optimized cost per thousand impressions (CPM) (Recommended).
- Set bids to manual CPC.
- Set bids to target cost (for app installs or leads).

Ad scheduling

Set ads to serve only at certain times with lifetime budgets.

Ad optimization

Depending on the campaign objective, you can also allow Ads Manager to optimize your different ad formats to drive specific actions for that objective:

- Link clicks: Show your ads to people most likely to click on them.
- Landing page views: Show your ad to people most likely to click through to your website's landing page.
- Impressions: Show your ad as often as possible.
- Daily unique reach: Show your ad once per day to your audience.

Creative formats

Facebook and Instagram offer a number of creative formats are. You can test different creative formats to engage your audience and deliver on your objectives:

- **Single image:** Use a strong single focus image in your ad to engage your audience.
- **Carousel:** Show multiple products in one ad unit. Consumers can scroll right and left to see more products.
- **Single video:** Use a video, natively uploaded to the Ads Manager, to engage your audience.
- **Slideshow:** Use lightweight video ads made from animating still images together.
- **Collection (shopping product catalogues):** Show products from your ecommerce store directly on Facebook or Instagram.
- **Lead forms:** Collect contact details from consumers to grow your email list or pass onto your sales team.
- **Instant Experiences:** Create rich expandable mobile experience to engage users of the mobile app.
- **Offers and Events:** Promote special offers which are redeemable on Facebook or Instagram or promote events that you are running.
- **Post engagement:** Boost posts from your social page.
- **Stories:** Sponsored stories in Facebook, Instagram, and Messenger.

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WALKTHROUGH: SETTING UP FACEBOOK AND INSTAGRAM CAMPAIGNS

So, we begin our activity in Facebook Business Manager, and we just have to make sure that everything is set up correctly. So, we go into Account Settings, and when that loads up, we just ensure that our Ad accounts have been added effectively.

And if we need to add one, we press Add. Likewise, our WhatsApp Accounts and indeed our Instagram accounts. Furthermore, we can add People and Partners to our Business Manager so everyone has access who needs it. So, in our main area again, we just go up to one of our ad accounts, so we can create a campaign.

And when my campaign list loads up, I have the option to create a new campaign. So, let's go ahead and create a new campaign. We press the Create button, and then our options load up. Part of the objectives of my campaign, Awareness, Consideration or Conversion. So, let's begin with a Conversion campaign to drive some traffic to our website. And then, we can expand these additional options and in here we can name our Campaign, our Ad set, and our Ad.

So, let's go ahead and enter these details. Now that I've kind of given a broad structure to my campaign, and my ad set, and my ads, I can go ahead and modify it as I see fit. I can enter in some details that represents who I'm targeting, what device I'm targeting and Continue. Then, I'm kind of brought to the Campaign Builder here, where I can say what I'm bidding for, if it's going to be an A/B test or not.

We don't need to do this at this point. If we're going to use the budget optimization feature and spread the budget between our ad sets or decide ourself, and we'll go ahead and continue. And next, we're in the Ad set area. How are we going to achieve our goal? So, we're going to drive people to our website rather than Messenger or WhatsApp or indeed our app.

We can put in Dynamic creative or an Offer if we wish, but let's start off with our Budget. How much are we going to spend on a daily basis or indeed are we going to spend a campaign budget altogether? Then, we can build our audience. So, our remarketing lists, lists that we create in our audience groups of Business Manager are found in the Custom Audiences section, and then a more generic or normalized Audience Builder will start off with location.

So, what location are we going to target? And we just type in our country or indeed our region and that will focus our activity in on that region. Then, we can choose what demographics, like Age, are we going to choose. So, what age ranges will we choose, maybe we'll choose 25 to 34. Fairly standard age range. What genders will we choose?

Men, Women, or All. And then, if we want to include some Detailed targeting, like their interests, we can do that by just typing in something kind of like a seed term, like digital marketing in this instance. Then, looking at the suggestions to get other ideas for related interests and topics that people within that category might be interested in.

And we can see our audience building in the right-hand side there, the size overall. Then, we can choose where are our ads going to show. So, automatically, they'll show across Facebook and

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Instagram, but we can choose by pressing Manual placements and see what platforms are we going to show our ads on.

So, in this instance, we're only showing it on Facebook. And indeed, what devices are we going to show our ads on. So, it automatically goes for all devices but in our case, we're just going to show them on Mobile, so we'll uncheck Desktop. We can leave our optimization strategy as is, go with the recommended one from Facebook and then press Next. At this stage, we need to create our ad.

The first thing we need to do is select our Instagram profile related to our business. And then, what type of ad will it be, Carousel, Collection, or Single image? So, let's go ahead and create a single image ad. We just need to fill in the blanks here, so what are the images we're going to use as part of our ad?

So, we can upload an image, which ideally should be 1200 by 628 pixels and we can upload this image and press Continue to insert this into our ad. And from there, we now need to start writing some texts. So, what will our Primary text be, our Headline, and our Description? So, we can fill in those details and then as we said, we're sending people to our website and we need to put in our final URL.

So, we enter in the webpage that we want people to land on. Now, very importantly, what we need to do next is build in a URL parameter. So, this is going to push information to Google Analytics based on clicks. So, if we're in my source as Facebook, my medium as Paid Social, and then Facebook, a description of my audience and my promotion.

So, Blog Promotion UK Women 25-34, interested in digital marketing on Facebook on a mobile device. So, when I see this name in Google Analytics amongst my other campaign names, I can recognize which one is doing well.

We enter our CTA, our call to action, which is the button that will appear on our ad. So, choose the one that's most appropriate for us and when we're happy, we can do things like add our Facebook pixel or indeed set it up if it's not set up already to track those valuable actions on our site. Then, we can go ahead and Publish.

And when it's published, we can click into our campaign, and in our campaign, we can see that we have women aged 25 to 34 interested in digital marketing on Facebook on a mobile device targeted. But, that's not our entire audience, so what we'll do is we'll duplicate this audience.

And we just have to press the Duplicate button. You can leave all of those options the same there. And in this area, we just need to start updating aspects of our naming. So, in this instance, we're going to start targeting men. So, we change Women to Men. We don't need to change any of the targeting that we've set up already apart from the demographics.

So, we go to Gender and we change it from Women to Men. And then, the next thing we need to do is just ensure that we're only targeting Facebook in our placements, so we uncheck those ones. And then, we just make sure that everything is kind of looking okay in terms of the ad previews, and then over in the left-hand menu up the top, we need to update our ad.

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So, we click in on the ad and we change Women to Men so we can recognize this in our list. And then, we just scroll down to the URL parameter because we need to update the URL parameter to push the correct data into Google Analytics. So, we just change all instances of women to men, and apply this. And then, what we'll see is do women or do men click the ad more readily in Google Analytics, and we Publish.

So, in our campaign at the moment, we have men and we have women interested in digital marketing on Facebook on a mobile device. And we've budgets applicable to each at this point. We haven't decided how they're going to look in the end. But, let's go ahead and duplicate this again. And now, what we're going to do is think about Instagram.

So, what we'll do for easy recognition is we'll change all names from Facebook to Instagram in the naming conventions for our ad set name. So, we just scroll through and make sure that everything looks okay. We're not going to change any of our demographics or interest data. What we're changing is the network.

So, in our Placements, we uncheck Facebook and leave just Instagram ticked because we're only targeting Instagram in this instance. So, we just double-check our previews. Then, in the top-left corner, we click on our ad. And for easy recognition, we remove the word Facebook from our ad name and indeed, we need to go down to the bottom where we update our URL tracking parameters.

And we scroll down to our URL parameter and we need to update this because we have to make sure we're pushing Instagram data into Google Analytics. So, we change the source to Instagram and the campaign data that contains the word, Facebook, we updated that as Instagram, so we're able to see our Instagram clicks separately from our Facebook clicks in Google Analytics.

And we apply this and make sure everything looks okay. And when we're happy, we can go ahead and we can Publish this ad set too. So at this point, we have different targeting sets. We have men and women on Facebook and we have women on Instagram. So, let's do men on Instagram, and we duplicate this and again, press the Duplicate button.

And when it loads up, what we'll do is we'll change instances of Facebook in the Ad name, the Ad set name and the tracking parameter to Instagram. So, we update Facebook to Instagram in the naming so we can understand and recognize them separately, demographics don't change. We're just going to update our placements to say it's men on Instagram only, and we just verify, everything looks okay.

Go up to the ad in the top-left menu. If we're getting an error, we may need to do something like select our Instagram account and that will rectify that error. And down into tracking parameter, what we need to do is we need to update instances of Facebook to Instagram, so we're pushing Instagram data, Instagram clicks into Google Analytics.

And we can see is it Instagram, or indeed, or is it Facebook that is driving more action and more valuable actions from our visitors and we can invest our budget appropriately. So, we publish this and when we look at our ad set list, we have men and women on Instagram and on Facebook, all being targeted separately. They're all in the mobile device though.

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So, what we might do is start building this out for desktop. So, we duplicate just as before, and then when it loads up, we'll change all instances of Mobile to Desktop. And we'll scroll down, everything looks okay. Our demographics are fine. Our network will need to be updated if it has reverted back to its normal.

And then, we need to go to our device type and change it from Mobile into Desktop. So, we're targeting desktop only in this instance. Then, in our ad area, in the left-hand side, we update the mobile aspect of the ad name to desktop and then when that's complete, we scroll down to our tracking parameter where we update all instances of mobile in the naming convention to desktop so we can see do mobile clicks or desktop clicks drive more sales and conversions?

Typically, people buy off a desktop device so it's worth tracking them separately. So, when we go back to our ad set list, we can see our Facebook and our Instagram is being tracked separately and targeted separately. We can see our mobile and desktop and we can apply different budgets to each of these targeting groups.

So, we may discover that Instagram on a mobile for a certain target group is really good, so we give it more budget. We may discover that desktop is less effective so we give it less budget. So, what we're doing is making decisions on budget calls based on those tracking parameters and pushing data into Google Analytics to decide which is performing best and applying the appropriate budget to each.

SETTING UP A TWITTER CAMPAIGN USING ADS MANAGER

These are the steps to creating a Twitter Paid Promotion Campaign:

1. Log into Twitter Ads Manager.
2. Create a new campaign.
3. Name your campaign and set your objective.
4. Set budgets and run dates.
5. Select your targeting type: followers, keywords.
6. Select your creative.
7. Push Live.

Objectives

The objectives available on Twitter include:

- **Followers:** Build your audience.
- **Tweet engagements:** Maximize engagement with selected tweets.
- **Awareness:** Get as many people as possible to see selected tweets.
- **Website clicks or conversions:** Drive people to visit your site and take action.
- **Promoted videos:** Increase the number of people who see your gifs or videos.
- **Instream pre-rolls:** Your ads play before other people's videos.
- **App installs:** Encourage people to download your app.
- **App re-engagements:** Get existing app users to open and use your app.

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Budgeting

Various budgeting options are available on Twitter.

Budget options:

- Daily budgets
- Optional total budget

Bid options:

- Automatic bids
- Target cost
- Maximum bid

Creative formats

You can choose to promote an organic Tweet, a scheduled tweet, or a promoted-only tweet (which won't appear in your timeline).

Ad optimization

You can compose a tweet for your campaign and then enhance it with:

- Photo
- Video
- Twitter Card
- Poll

Audience targeting

Twitter's audience targeting are:

- **Demographics:** Age, gender, location
- **Behaviors:** Business, lifestyle, travel
- **Follower lookalikes:** Fans of other Twitter users
- Conversation topics
- Keywords
- Movies and TV Shows
- Remarket to Past Engagers of your Tweets
- Remarket to past visitors of your website or similar audiences

WALKTHROUGH: SETTING UP A TWITTER CAMPAIGN

When we want to run ads on Twitter, it's fairly straightforward. We just log into our profile, and we can go to More, and we can choose Twitter Ads. Alternatively, we can go to ads.twitter.com, and we just press Twitter Ads, and that will bring us to the ads area.

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And then, in our Twitter ads campaign area, we can decide to create a new campaign. So, we can create a campaign, and just like everything, is it reach, is it consideration or is it conversion? So, what exactly is it? So, we might go for website clicks, and then we can go to Next. And then, we just need to choose different aspects of our campaign.

So, let's fill in those details. And we can go to Next. And we have to call our ad group or our targeting group something we recognize. So, maybe we'll call it just something we recognize, and we can leave it on automated bidding.

We're bidding for clicks, we have other options, but we can just leave it as is. And who are we targeting? Well, it's going to be Men, and we're going to do the age range, so it's going to be 25 to 49. It's not giving us a massive...age range here. So, we can just go 25 to 49.

We can put in the United Kingdom. We can choose language if we want. If we want to put in devices and all of these things here, or we can add in some remarketing if we want. How are we going to target people? So, we're going to target people by maybe their interests.

So, we'll put in, like, digital marketing. Okay. So, we have business and marketing. We might put in keywords like digital marketing and blogging. Keywords like that. And then, we can say who do they follow, so maybe, like, TechCrunch, and maybe something like Marketing Land and Digital Marketing Land and things like that.

So, we choose who they follow, what their interests in, and their keywords that they typically use. We can also target by what TV shows, events and things like that. And then, where do we want to show it? So, profiles, results and the partner platform. And then, we can...and I can write my tweet in here so...

And we can just, once we've got our selected tweet, we can go ahead and hit Next. And then, we can go ahead and launch the campaign.

SETTING UP A LINKEDIN CAMPAIGN USING CAMPAIGN MANAGER

These are the steps to creating a LinkedIn paid promotion campaign:

1. Log in to LinkedIn Campaign Manager.

2. Create a new campaign.

3. Name your campaign.

4. Select your objective.

5. Set your audience targeting.

6. Select content to promote or create your ad.

7. Set your bids, budgets, and run dates.

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8. Push Live.

Ad placements

The ad placements available on LinkedIn are:

- Sponsored content: This can be an article, video, or carousel.
- Dynamic ads: Create ads from your existing images.
- Right hand ads: These are small ads on the right of the desktop version of LinkedIn.
- InMail: Send LinkedIn messages directly to the inboxes of target audiences.

Objectives

LinkedIn objectives include:

- Drive website visits
- Send people to your content
- Collect leads
- Get video views
- Increase followers
- Drive job applications
- Use spotlight ads (drive to your website/landing page from dynamic ads)

Audience targeting

LinkedIn provides a range of audience targeting options:

Demographics

- Age
- Gender
- Location

Employment

- Company name
- Industry
- Company size
- Specific job title
- Job function
- Seniority
- Years of experience

Education

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- Schools
- Field of study
- Degrees
- Skills

Connections

- Groups
- Company followers
- Company connections

Creative formats

The creative formats on LinkedIn are:

- Article, Image, Link
- Carousel
- Video

Budgeting options

The budgeting options on LinkedIn are:

- Daily budgets
- Optional total budget

And the bid options are:

- Automated bids
- Cost per click
- Cost per thousand impressions
- Cost per send (InMail)

WALKTHROUGH: SETTING UP A LINKEDIN CAMPAIGN

When we're advertising on LinkedIn, our promoter content typically features in the news feed in the center of LinkedIn itself. But, there's also the option to show ads in the right-hand side for desktop advertisers if they wish.

So, to advertise on LinkedIn, it's fairly straightforward. We just go up to the Advertise area in the top menu, and we can begin making our ads from there. So, in our advertising account, we can go ahead and we can create a campaign. We're asked to choose what our default campaign group is. We can just choose that option, and then we need to choose our objective, awareness, consideration or conversion, so what we're trying to achieve.

So, maybe we'll do Website visits. And this kind of quickly named our campaign, Website visits, but we can rename it. And then, we have to select our Audience. So, where is our location at our first point? So, we might put in United Kingdom, and we can choose the UK there. Now, we need to Narrow our audience further, and choose some targeting types.

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So, we can look at different retargeting we have set up with our LinkedIn pixel, or we can look at Audience attributes. So, let's go with Audience attributes, and we're going to target people maybe within a certain Company, or their Demographics, or their Education, or their Job Experience or Interests and Traits.

So, let's target Job Experience. And we might go with functions, seniorities, titles, skills or Years of Experience. So, we might go with functions, and get a broad group, and we've got these different ones here. So, we might go media and communication or marketing. And then, what we'll do is we might Narrow it a little bit further, and go to Audience attributes, and we might go to Job Experience, and we might go seniority.

And we want maybe senior, and manager, and director, VP, CXO, owner, partner. So, we want the high-level people in marketing. And we can Narrow that even further again. Again, we can choose Audience attributes, and we might go with Job Experience, and Years of Experience.

We might just go people with 6 to 12 years. And that brings us down to this number of people, so that's who we're targeting, people in marketing. And we can then choose what exactly is the type of ad we want. We can enable audience expansion, and we just leave that ticked, that's fine. So, we might choose single image or any of these ad options here.

So, let's go with single image, and we can place it under audience network, so we can set our daily budget, or lifetime budget or both daily and lifetime. So, we might set, we want a daily budget of that, and our start date is here. Then, we leave our automated bidding type, then we can choose our conversion type if we have conversion tracking set up.

We go to Next. Now, we have to create a new ad or Browse existing content, so let's go ahead and create a new ad. So, we name this ad something we'll recognize, so we just enter our detail. So, we'll name the ad, so Senior UK Marketing Functions, maybe Ad 1, and we have our introductory text, we have our destination URL, and we can add our UTM tracking using the campaign builder if we want to push this tracking into Google Analytics.

So, we can add that additional tracking to push it into Google Analytics. Next, we need to add our image. So, we'll go to Upload, and we might go with our image, so that's our guys there. And then, we enter our headline and our description.

So, we simply add in our headline and our description, and we can look at our call-to-action text. So, maybe Learn More. And then, we can see our ad here on Desktop and indeed on Mobile, underneath our previews and then our call-to-action, and we can go ahead and Create that.

We can go to Next, and when we're happy, we go ahead and we can launch this campaign.

SETTING UP A PINTEREST CAMPAIGN USING AD MANAGER

These are the steps to creating a Pinterest paid promotion campaign:

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1. Log into Pinterest Ads Manager (or go to https://ads.pinterest.com/).
2. Click on Promote a Pin to begin a campaign setup.
3. Select objective and name your campaign.
4. Set your audience.
5. Set your budgets and run dates.
6. Select your creative.
7. Push Live.

Objectives

The objectives available on Pinterest are:

- Brand awareness
- Video views
- Website traffic
- App installs

Budgeting options

Budgeting options available on Pinterest are:

- Daily budgets
- Optional total budget

Bid options are:

- Cost per click
- Cost per thousand impressions

Audience targeting

The audience targeting options on Pinterest are:

Demographics

- Age
- Gender
- Location
- Language

Behaviors

- Device

Keywords

- Keywords

Keyword targeting will determine which searches your Promoted Pins appear in.

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Custom

- Website visitors
- Email subscribers
- Engagement audience (An engagement audience is a list of people who have engaged with Pins from your domain.)
- Actalike audience (An actalike audience behaves in the same way to a current audience that has been created.)

Creative formats

Pinterest provides two creative formats:

- Image
- Video

WALKTHROUGH: PINTEREST FOR BUSINESS SET UP

So I'm just in the business hub here, where I signed up as a business partner of Pinterest. I want to claim my domain and create a pin, recent pins, and I can create some ads here. So let's look at creating an ad.

So I'll press create an ad. Now we might need to do... Okay, so I might just promote this pin for the moment, but what we might need to do is switch to campaign creation at the top-right corner, because that's what gives us the options to build out our campaign. So we choose awareness, consideration or conversion. So we'll go with consideration, which is traffic to our site.

So we can name our campaign, we can set our budget, so how much you want to spend each day, like €5 each day, run it continuously or on specific dates, and we go continue. So we can connect with people who've recently used our Pinterest pin boards, we can find new customers or we can choose our own targeting option.

So we might use this based on placements or keywords or demographics. So just like the other platforms, we might say, let's just target men, and we just build out our campaign. And when we're happy with everything, we can go ahead and launch this campaign. So it's fairly straightforward.

Just like the other campaign types for Facebook and Instagram and all the other ones, we just choose our targeting type or our audience list, keywords and interest, demographics, different audience attributes, build that out, push it live, and then we'll be able to start seeing the results of our campaign in a couple of days time. Bear in mind that you should use tracking URLs as part of your campaign.

So you'll have to create that in URL Builder and you put Pinterest as your source, paid social as your medium, and then Pinterest paid social on your ad group name, meaning your targeting type name as your campaign name. That will allow you to see who's clicking your promoted pins in Pinterest and visiting your website. And when they visit your website, what do they do?

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Then you're able to focus your attention and your budget in on the pins, on the targeting types that are delivering the best results for you according to your website analytics..

WALKTHROUGH: SETTING UP A SNAPCHAT CAMPAIGN

So if you're active on Snapchat and you want to create some Snapchat ads, you go to the Snapchat Ads area, and then you decide to Create an ad. And I'm asked, do I want a simple create or an advanced create. So, let's go ahead and do an Advanced Create.

So just like the other ones, start off with our Objectives and Awareness, Consideration, or Conversion. So, we might go with Drive Traffic to Website, and then when it starts, when it ends, spend caps, lifetime spend cap, etc. And we can just go ahead and continue with our ad. So, we can do a single image or a collection.

We're targeting to UK. Our age groups, 25 to 34. We can choose our gender. Maybe we'll target women. Languages, age restrictions, what devices they use, connection types, and different things like that.

So, let's go ahead and create an ad. So, we upload our image, choose the image we want. We can set our crop. And when we've cropped our image, we just need to start filling in different details about our ad, our call to action, different things like that. And it's just filling in the blanks at this point. If there are any difficulties here, we will be alerted to things we have to fix.

So, in this instance, I just need to put my ad name in and fix that. And then, when that's all done, I can review my content and decide to move on. So, there's a couple more areas that just need to be fixed, so I'll add my URL Parameter, similar to Facebook. And the other ones, we just enter in our URLs, and we can press Next. And when we're happy, we've reviewed everything, we can go ahead and we can create that campaign.

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LESSON 5: DEVELOPING DATA-DRIVEN AUDIENCE AND CAMPAIGN INSIGHTS USING SOCIAL MEDIA TOOLS

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ANALYZING AND REPORTING USING SOCIAL MEDIA TOOLS

Social media reporting is key to the success of social media marketing. It provides an opportunity to understand how content and tactics are performing so you can continue to optimize your efforts.

When you've identified the social media activities and ads that perform well and understand why they perform well, you can incorporate them into your long-term social media strategy. Likewise, if an action or content piece isn't as effective as you'd expected, you can quickly scale back your efforts in this area.

This allows you to get the most out of your budget and the work you're doing. Putting together a monthly social media report is extremely useful for unearthing insights into content and campaign performance. These insights can act as a guide for upcoming activity or future campaigns.

A report should alert you to poor-performing campaigns, as well, highlight successful strategies. So how can marketers use social media tools to report on the success of their campaigns?

There are many tools available to help you to analyze your social media campaigns in different ways. For example, you can use platform-native social media tools. These are reporting and insights tools that are built into the social media platforms.

You can also use other third-party tools to analyze your data and report on your campaigns as required. Firstly, you can use them to identify valuable metrics and trends. Key metrics like click through rate, engagement rate, and conversion rate are actionable.

Meaning, you can modify aspects of your campaign settings, audience, budget, and creative to deliver better results. Once you've identified key metrics like these, you're less likely to rely on vanity metrics. Simply analyzing vanity metrics, such as page likes or followers, doesn't tell the full story on social media.

Users can engage with a post, click on a website, and even become a customer without ever clicking the follow button. Post likes and certain page likes or follows are considered vanity metrics and shouldn't be focused on entirely.

For advanced users, you can also use social media tools to install additional platform tracking and conversion pixels or tags, providing deeper insights into the influence of your social channels and what they're having on your conversions. Many social media networks offer a social pixel which can be added to your site for further insights.

Revise your website policy and make sure to correctly alert your website visitors to this before installing pixels. So what tools can you use to track the metrics we've mentioned? There are platform native analytics features but also a few third-party tools that you can use to view and analyze your campaign performance.

Google Analytics measures website traffic and performance after someone clicks through from a social ad or post. TweetReach measures engagement of tweets on Twitter. Simply Measured, which

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is owned by Sprout Social, is a comprehensive social media measurement tool that has both free and paid tools for analyzing all platforms.

Sprinkler, Hootsuite, and Buffer are community management, social advertising, and post scheduling tools that also offer analytics. Before committing to one tool, it's always worthwhile signing up for trial versions to make sure they have the features you require for the specific reporting needs of your business.

DERIVING INSIGHTS FROM FACEBOOK

Audience Insights is a tool native to Facebook that allows you to learn more about audience engagement and performance metrics from Facebook activity in order to deliver meaningful and targeted messages to people.

Ad reporting and analysis is crucial to understanding how well ads are performing and allow marketers make changes in real time to live ads to enhance their performance on paid Facebook and Instagram campaigns.

The best place to see how your ads are performing is the reports area of Ads Manager. Here you can create and export ad reports to see your most important ad metrics and learn how you're reaching your business goals. Ads Manager can also break down the performance of each campaign to date across all metrics, which are updated in real time.

WALKTHROUGH: FACEBOOK INSIGHTS

So, when we want to look at some insights into our Facebook's activity, we can go to a Facebook page in our list here in Business Manager, so we'll just go to this page and we'll take a look at the insights.

So, up the top here, in the More area, we have Insights. And here, we're able to see an overview of our page itself. Interesting places to look are things like People, because there, we get to see a demographic breakdown of our audience, men versus women, and their locations.

Page likes that we've gotten, where we got them from, but quite interesting is Posts, our past performing posts. So, over the period. we can see what times they perform well, what are the best performing posts. So, we can just look at all of these here.

So, this gives us an insight into the organic performance of our Facebook page in terms of People, Posts and Likes and Followers. And we can also look at these other ones here if there's some information in them that we want to discover. Now, to report on our campaigns, we simply go into the Ad account performance, this is for the paid promotion that we will have done.

So, we can see...we'll be able to see when this goes live, our results, impressions, all of that stuff, all of this information here. We can change our columns to look at different metric groups, maybe delivery, and we see different metrics here. We can customize our columns and choose our own metric groups and add metrics in as we see fit.

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You can see the movement down the side here. So, there's loads and loads of metrics that we can add and move and do all of that stuff. So, we're able to do that. And then, we can go ahead and we can export our report into something like Microsoft Excel, and we're able to report a little bit deeper.

So, that's how you do reporting on the ad side of Facebook and Instagram as opposed to the insight side of Facebook and Instagram.

DERIVING INSIGHTS FROM TWITTER

Twitter Analytics is a selection of tools to analyze your tweets and understand your followers.

Within it, there are four main areas to focus your attention.

Account Home

Account Home provides a summary of account activity that provides a 28-day summary for tweets, tweet impressions, profile visits, mentions, followers and tweets linking to your website (if you are using Twitter Cards). A monthly summary also provides the same information for any given month.

It also provides detailed information on how your account is performing, how far you've progressed and helpful tips on how to improve your account strategy.

Tweet Activity dashboard

The Tweet Activity dashboard is the interface displaying tweet data. This data includes impressions, hashtag clicks, app opens, link clicks, retweet, replies, likes, share, for both paid and organic tweets and content.

The dashboard is separated into four sections:

- Tweets
- Top Tweets
- Tweets and Replies
- Promoted

These can help you see how people engage with your tweets in real time, compare your tweet activity and followers, and see how they trend over time.

You can click on any tweet to get a detailed view of the number of retweets, replies, likes, follows, or clicks it has received. You can also get detailed insights into who your audience is, especially those who engage with your tweets and can download your tweet metrics for reporting purposes.

Campaign dashboard

The Campaign dashboard is found within Twitter Ads Manager and is the place you should go to in order to gather your campaign data.

When you open the advertiser interface on ads.twitter.com, you will first be directed to the Campaign Dashboard. The main dashboard defaults to the Summary Tab, showing total impressions across all

campaigns for the specified date range. You can also view by Engagements, Spend, and Conversions.

Data can be filtered by delivery, spend, campaign settings, or campaign objectives. You can export and share your campaign data here too.

WALKTHROUGH: TWITTER ANALYTICS

Twitter Analytics gives us some insights into the type of tweets that are most effective and different things like that. So we can access it by clicking on More and then Analytics. And there we can see different followers, we can see top tweets.

We're able to just get information about our account, what's working, what's not working. We've got our Home. We've got our Tweets. We've got More. We've got all that stuff that we can just toggle around and discover more about the activity on our Twitter profile.

So it's very straightforward when we just kind of look through the different activity levels here on Twitter itself. So when it comes to the advertising features of Twitter, much like the other social media platforms, we can just go into the advertising area and we can look at our different Metrics.

We can look at a Breakdown of metrics here. And of course, we're able to Export our data into a table where we're able to go ahead and review it a little bit further. So much like the other ones, we've got our Campaigns, Ad Groups, Ads, and Audience, and we can report on all of these different levels within Twitter just as we can within the other social media platforms.

DERIVING INSIGHTS FROM LINKEDIN

Company Page Analytics is LinkedIn's native reporting tool, which can be used to gain deeper insights into a Company Page's performance. It's important to note that only Company Page administrators can access the Analytics page.

Company Page Analytics is particularly useful for marketers because it helps:

- Evaluate engagement of your individual posts.
- Identify trends across key metrics.
- Understand more about your follower demographics and sources.
- Understand more about your page traffic and activity.

There are three main sections within this tool:

- Visitors
- Updates
- Followers

Each can be accessed by clicking the 'Analytics' dropdown at the top of the page.

Visitors

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Let's start by looking at the Visitors section. Here you can control the time period the data covers by selecting the timeframe dropdown next to 'Visitors' in the upper left of the page.

There are two types of Visitor analytics you can track in the admin center:

- **Traffic metrics:** This displays key metrics based on traffic to your company page. You can view metrics for unique visitors or page views over time by clicking the 'Page views' dropdown in the center of the page, above the graph.
- **Visitor demographics:** This displays a breakdown of who is following your company using five types of demographic data. Use the dropdown menu to the right of 'Visitor demographics' to filter by job function, country, region, seniority, industry, and company size. This section can help you identify audiences you want to grow with demographic information to more effectively target company updates

WALKTHROUGH: LINKEDIN ANALYTICS

When we want to understand a little bit more about our company page analytics, we simply go into our company page over on the left-hand side of LinkedIn, and then up at the top, we have our menu items. In here, we choose Analytics, and maybe we'll choose Visitors, just to see when are people are visiting our page, different things like that.

So we have our timeline of visits, and then we have the job functions of visitors which can be segmented. We're also able to look at other things in our Analytics. We can look at our most popular posts, our Followers, things like that. We can Export this data. And when we want to look at advertising data, we can look at that in the top corner.

So when we're reporting on campaign metrics or paid activity on LinkedIn, we can look in the Campaign Manager area, and we can look at our different campaigns down here on the left-hand side. We're able to add Filters, so the different types of campaign activities, types, and objectives.

We can look at our different metrics suites where we can Customize our Columns and add in metrics that we want to add ourselves. So we can choose what metrics we want to add. Indeed, we can also look at a breakdown of Carousel, Conversions, or On/Off Network. And of course, like everything else, we're able to Export this data.

Now we can look at a Performance Chart and details with Demographics by clicking either of these two as well. So it's a lot of information from your paid activity in LinkedIn.

DERIVING INSIGHTS FROM INSTAGRAM

Instagram Insights is a tool available with Instagram for Business used for content and follower analysis so that you can tailor your posts to be more relevant for your audience. It gives you insights like gender, age range, location, post, and story engagement.

Paid campaign analysis is done in Facebook Ads Manager. This is similar to the metrics and analysis pieces outlined for Facebook ad campaign analysis.

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When you are reviewing the performance of your Instagram or combined Instagram/Facebook campaigns, you can review efficiently run and review activity from one centralized location in Facebook Ads Manager. Here you can see all your engagement and conversion metrics from Instagram activity. It can be reviewed on screen or downloaded to a csv file for deeper data interrogation, forecasting, and understanding if required.

WALKTHROUGH: INSTAGRAM INSIGHTS

So when we are in our page and we click on the Insights part of our business page because we have upgraded our Instagram to a business profile, we can click on Insights. And that will give us some additional information on our posts and our engagement.

So we can see some information here. We can see different content shared. We can see different posts. We can click into the followers. We can click into the different accounts reached, and we get some information there, when the best times were, all of that stuff. Best posts, all of those things. And we just get more information from our audience, so the number of likes.

We get all that information here. And then, likewise, with our followers, we get to see this, so where our followers are based, the age range, the gender, different things like that. So we get this information from Instagram Insights to tell us more about the performance of our activity over the past number of days.

DERIVING INSIGHTS FROM PINTEREST

Pinterest analytics show you how pinners are viewing, sharing, and engaging with your content. You can also learn more about your Pinterest audience such as their age, location, and what types of content they engage with most.

Once you're running your campaigns, you can monitor their progress and edit them at any time in the ads manager. You can see which campaigns are running, how much you're spending, and the results you've achieved so far.

Your ads manager can give you the following information:

- Number of impressions
- Number of saves
- Number of clicks
- Click-through rate (CTR)
- Effective CTR
- Average CPC or CPM
- Total ad spend

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